



David Cohen
Chief Executive Officer
Interactive Advertising Bureau
116 E. 27th Street, 7th Floor
New York, NY 10016
212-380-4704

IAB Board of Directors CEO's Report

November 9, 2023

By David Cohen

It's impossible to think about the business in front of us without noting the escalating conflict in Israel and Gaza and the continuing war between Ukraine and Russia.

It can be hard to focus on our business in the midst of such senseless loss of life. Our thoughts are with all of the innocent that are suffering, and we pray for a quick resolution and peace in all regions around the globe.

Turning our attention to our business and the industry, we are pleased to report that the turnout and energy at the IAB Connected Commerce Summit: Retail Reimagined on September 13 was excellent. Everyone understands the potential of retail media networks (RMNs). This moment—as retailers are still figuring out what it means to be a publisher—is a key moment for IAB. We can—and will—play a vital role in driving collaboration between the buy and sell sides. IAB and the Media Rating Council (MRC) are working together to establish [measurement guidelines](#) through cross-industry collaboration. We also released "[Retail Media 2023: Operational Strategies to Meet the Growth Potential](#)", which offers specific recommendations on what everyone across the ecosystem can do to drive success.

All of this is happening in the context of other important changes.

The recent Disney/Charter deal reminds us that the cable industry will never be the same again. Disney's CEO is on the record [saying](#) that "the trends being fueled by cord cutting are unmistakable (....) we are thinking expansively and considering a variety of strategic options." California's economy alone has lost [more than \\$5 billion](#) from the Hollywood shutdown, according to Gov. Gavin Newsom.

Another obvious epicenter of change is the Hollywood Economy. While the Writer's Guild of America has reached an agreement after a 146-day strike, the SAG-AFTRA strike continues. Among all the strikers' demands are serious concerns about how artificial intelligence (AI) might be used, and what impacts it will have on their rights.

Publishers have similar concerns about AI and generative AI. Publishers—quite rightly—worry that their proprietary content will be scraped, summarized, and synthesized by AI so that consumers can get all the information they need without ever visiting their site/app. The loss of page views and new readers finding more content they love might be, as Matt Novak wrote in Forbes, "like dropping a nuclear bomb on an online publishing industry that's already struggling to survive."



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

Focusing on protecting the publishing industry will be vital in the coming year. But smart publishers will also look for innovation opportunities, too.

The power of the Creator Economy was vividly demonstrated when Taylor Swift posted a message encouraging her followers to register to vote. The [35,252 new registrations](#) on National Voter Registration Day (September 19, 2023) were the most since 2020, the organization said, and a 23% jump over last year. The number of 18-year-olds registered was more than double that of 2022.

If those newly registered voters actually turn out on election day, there are enough of them to swing certain close elections.

Still, the regulatory logjam continues in Washington D.C. and it's unlikely that our industry's data privacy concerns will rank high on the priority list in the near term. It seems likely that AI regulation, protecting children, and other opportunistic efforts to curb the power of "big tech" will take center stage.

Just two weeks ago, we held our annual IAB Global Summit in Dublin, Ireland, where IAB leaders from all over the world gathered to share insights and identify areas for collaboration. Our unique IAB Network is globally connected and locally governed, and that's by design. The result is that we're working better than ever as a global network, with real collaboration on global events, research, and beyond.

Today, with the world in conflict, we face multiple challenges and new threats and opportunities ahead. But if anything characterizes this industry it's that we're an "industry of builders". Our job now is to build the things that matter: the standards, technologies, and guardrails that lead to a future that's better for everyone.

Let's end this year strong and enter next year even stronger. And let's not forget to keep praying for peace, decency, and humanity for all.

Here are the most significant accomplishments since our June Board Meeting in several key areas:

The Evolution of Digital Media

Initiative	Overview
IAB Video Leadership Summit 2023 <i>July 17-18, 2023</i>	The IAB Video Leadership Summit is an invitation-only gathering of 100+ leaders across the converging TV and digital video space. This year's event laid out key trends in streaming including the impact of demographic shifts and generative AI as well as measurement, streaming UX, and the metadata companies



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

	collect and share. You can find highlights and key takeaways from the Summit here .
<p><u>Road to Connected Commerce: IAB Retail Media Buyer's Guide</u> <i>July 11, 2023</i></p>	This comprehensive guide showcases retail media's immense potential for brands and retailers. As the first publication from the IAB Retail Media Committee, this guide sets the stage for future standards, insights, and resources that will shape the future of retail media.
<p><u>IAB Connected Commerce Summit: Retail Reimagined</u> <i>September 13, 2023</i></p>	This new summit showcased the latest technologies and trends revolutionizing the shopping experience. From measurement and content innovation to personalized marketing and interactive experiences, attendees heard from thought leaders in ecommerce and retail media about the best strategies to stay ahead of the game.
<p><u>Retail Media 2023: Operational Strategies for Growth</u> <i>September 13, 2023</i></p>	IAB partnered with BWG Strategy to survey 200 retail media ad buyers at brands and agencies and conduct over 30 interviews with senior decision-makers at retailers, brands, agencies, and intermediaries (i.e., DSPs, SSPs, data providers) to understand what's working, what's not, and what's needed for all parties to operate at their full potential in the retail media ad ecosystem.
<p><u>Audio Innovators Leadership Summit 2023</u> <i>October 12, 2023</i></p>	The annual agenda-setting event for senior leaders across the digital audio and podcasting space, the IAB Audio Innovators Leadership Summit brings together invite-only participants from the marketer, media, agency, and technology sides of the ecosystem. At this year's event, IAB released the <u>Podcast Buyer/Seller Checklist</u> to enable agencies, brands, and publishers to have a common point of reference before negotiating or executing a podcast campaign.
<p><u>Podcast Revenue Report Part 2: Drivers, Strategies, and Tactics</u> <i>October 26, 2023</i></p>	To understand the drivers, strategies, and tactics that are propelling podcast ad revenues and uncover where the market is headed next, IAB and PwC conducted the second part of the Podcast Revenue Report leveraging an in-depth quantitative survey of the leading podcast publishers and a series of discussions with industry experts. The study reveals what is emerging in the podcast space in the current year and provides timely recommendations for both the buy- and sell-sides to capitalize on current and trending opportunities.



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

<p>Audio and Video Advertising Landscape Decks</p>	<p>The Video and Audio Advertising Landscape Decks provide a perspective on the current state of the video and audio advertising ecosystems. Compiled from IAB and other industry research and analysis and informed by consultations with industry practitioners, the modular presentations are easily customizable for specific member needs to help educate sales, product, and marketing teams on changing consumer behaviors, ad spend, ad experiences and innovations, and market trends in the realms of video and audio.</p>
<p><u>Day of Learning: Gaming & Immersive Media</u> July 27, 2023</p>	<p>The Experience Center in partnership with IAB Learning & Development hosted the Gaming and Immersive Media Day of Learning in the Ad Lab with member organizations Anzu, DAX, Odeco, Overwolf, and Twitch. The event provided attendees with best practices and statistics around activating in these spaces.</p>
<p><u>Gaming and Immersive Media Leadership Summit</u> October 18, 2023</p>	<p>The Gaming and Immersive Media Leadership Summit brought together leaders from across the advertising industry with a vested interest in pushing the gaming and immersive media channel forward. This one-day event identified rising opportunities and discussed challenges with experts and thought leaders to define key initiatives for the Experience Center.</p>
<p><u>Gaming 360 Live Instruction</u> October 24, 2023</p>	<p>After working with members across the gaming spectrum to develop a comprehensive curriculum on gaming, the Experience Center partnered with the IAB Learning & Development team and our members to present a live instructional training on this curriculum, Gaming 360. Activision Blizzard and Frameplay provided their insights into the world of gaming and a panel discussion featured members BakerHostetler and dentsu to equip attendees with the knowledge and skills to successfully integrate gaming into their marketing strategy.</p>

Privacy and Addressability

Initiative	Overview
<p><u>IAB There: How Are Retailers Monetizing Data</u> June 15, 2023</p>	<p>Building insights on individual behavior can create personalized shopping experiences, shorten decision cycles, and improve brand loyalty. In this IAB There session, thought leaders from IAB, Carrefour, Criteo, LiveRamp, and PubMatic discussed</p>



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

	strategy and ad product development responsible for the long-term positioning of the retail business, building the core with relevant sales and ad ops functions, and much more.
<u>IAB Pulse: The Data and AI-Driven Evolution of Consumer Behavior and Addressability</u> <i>September 6, 2023</i>	In the premiere episode of IAB Pulse, IAB’s VP, Industry Insights and Content Strategy, Chris Bruderle moderates a discussion between Angelina Eng, VP, Measurement, Addressability, and Data Center, IAB, and Jon Roberts, Chief Innovation Officer, Dotdash Meredith, on generative AI, addressability, measurement, and much more.
<u>State of Data Town Hall: Reaching Known & Unknown Audiences</u> <i>September 26, 2023</i>	Following the <u>IAB State of Data Report</u> released in January of this year, IAB continued to showcase the collective findings to numerous member companies within their organizations. This session focused on the evolving challenges and innovative solutions for advertisers and publishers to effectively target and measure known and unknown audiences in the face of privacy regulations and the loss of data signals.
<u>State of Data Town Hall: Audience-Based Optimization with Attention</u> <i>November 1, 2023</i>	This town hall focused on connecting attention metrics to outcomes in media and creative optimization, including their profound impact on audience targeting, media optimization, and creative strategies. It delved into cutting-edge approaches that enable brands and publishers to scale their audiences effectively while respecting user privacy.

Next-Generation Measurement

Initiative	Overview
<u>Measuring What Matters in CTV</u> <i>September 20, 2023</i>	The first in a series on CTV measurement, this webinar from the Experience Center highlights key solutions in CTV measurement as it relates to audience and privacy-centric measurement. The panelists discussed the challenges and opportunities of CTV measurement, including use cases and innovative solutions.
<u>IAB/MRC Retail Media Measurement Guidelines</u> <i>September 13, 2023</i>	These guidelines explain the challenges of measuring retail media campaigns and the need for standardization. The IAB Retail Media Measurement Working Group developed the guidelines in collaboration with the Media Rating Council (MRC) to bring uniformity and credibility to retail media measurement.



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

<p><u>Retail Media Success Across the Aisle: Measurement and Collaboration</u> <i>October 25, 2023</i></p>	<p>This comprehensive webinar explored the nuances of retail media operational strategies. Industry experts from retailers, brands, agencies, and ad tech discussed the market outlook, current solutions, and areas of untapped potential including standardizing retail media measurement, discerning incrementality from attribution, and how we can move towards transparency and consistency. Attendees gained valuable insights and strategies to empower them to make data-driven decisions while upholding user privacy and data protection.</p>
---	--

Talent Development and DEI

Initiative	Overview
<p>BIPOC Representation in Marketing (BriM)</p>	<p>As part of the IAB Inclusion Institute and through the sponsored support of Meta, BRiM is a cross-industry initiative created to improve the representation of Black people in marketing. IAB expanded the program to include all Black, Indigenous, and People of Color (BIPOC) industry professionals. Nikki Cannon—a highly experienced Diversity, Equity, and Inclusion (DEI) leader hosted the five-part series.</p>
<p>Data & Analytics Apprenticeship <i>H2 2023</i></p>	<p>We’re pleased to continue the IAB partnership with American Apprenticeship Works and the onboarding of one apprentice from Evergreen Trading.</p>
<p>LatinX Leaders in Commerce <i>September 2023</i></p>	<p>This IAB event featured a conversation with Latino leaders from Criteo and L’Oréal on experiences, progress, and how to deliver on DEI in the industry.</p>

Public Policy and Legal Affairs

IAB has been busy on Capitol Hill sharing the stories of small business owners, independent publishers, and online creators, who depend on digital advertising and ad revenue to succeed.

- In June, Executive Vice President Lartease Tiffith moderated a panel at DAA Summit ‘23 titled, [The SMB Protection Imperative: Privacy, Section 230, and Competition](#). They discussed the importance of digital advertising, particularly targeted advertising, to small businesses and advertisers. They also discussed the evolving legislative and policy landscape and the impact of a patchwork of state privacy laws on small businesses.



David Cohen

Chief Executive Officer
Interactive Advertising Bureau
116 E. 27th Street, 7th Floor
New York, NY 10016
212-380-4704

- Tiffith also spoke at VidCon, Anaheim on a panel titled, [Staying Out of Trouble: Legal & Regulatory Issues in the Creator Economy](#) that covered topics around how creators can navigate a complex and ever-changing policy landscape, what they can do to stay informed and engaged, and the latest developments in IP, digital privacy, and advertising and sponsorship.
- Also in June, IAB filed a public comment in response to a [Federal Trade Commission \(FTC\) Notice of Proposed Rulemaking \(NPRM\)](#) for online subscription services. Proposed auto-renewal rules could slow service, burden consumers with irrelevant information, and raise prices.
- In a statement in July, IAB praised [a new EU-U.S. data transfer agreement](#) that would protect an estimated \$7.1 trillion of commerce between the major trading blocs. Tiffith said the deal is especially important to small- and medium-sized businesses that depended on the former Privacy Shield.
- During July, September, and October, the Public Policy Team hosted congressional staff over six modules for an inaugural **Congressional Education Series**. The series helped policy makers understand the mechanics of the digital advertising economy, policy issues facing the industry, and establish IAB and its members as a resource as they craft and vote on legislation.
- On July 26, the Public Policy Team hosted in Washington D.C. a group of 16 publishers for a **Publisher's Fly-In** including representatives from Expedia, Publishers Clearing House, AccuWeather, and Insider. The group met with staff from the offices of Majority Leader Schumer, Senator Maria Cantwell, Senator Marsha Blackburn, Congressman Marc Veasy, Congressman Gus Bilirakis, and Congressman Kelly Armstrong. The discussion centered on how crucial it is to have a preemptive federal privacy law, that the current state patchwork is overly burdensome, and that a children-only privacy law would further complicate their operation.
- IAB participates in a coalition of advertising trade groups including the 4A's, AAF, and ANA to track activity in state legislatures. Between June and November, the State Coalition sent seven letters to policymakers in Louisiana, Delaware, Oregon, Massachusetts, New Jersey, and California. The letters laid out opposition to a spate of bills making their way through these deliberative bodies including a data broker bill in California, consumer health bills in Massachusetts, and a restrictive children's privacy bill in Louisiana. The letters serve to put the industry and IAB on record as opposed to this patchwork of state laws. To date, IAB has sent the following coalition letters:
 - Letter in Opposition to Louisiana SB 162 ([June 1](#))
 - Letter in Opposition to Delaware HB 154 ([June 21](#))
 - Letter In Opposition to Oregon SB619 B ([June 21](#))
 - Letter In Opposition to Massachusetts S.184/ H.386 ([June 26](#))
 - Letter In Opposition to New Jersey NJ S 332 ([June 27](#))
 - Letter In Opposition to Massachusetts Digital Ad Tax Bills ([September 12](#))
 - Letter in asking California Governor Newsom to veto SB 362 ([September 21](#))
- [Internet for Growth](#) is a nationwide coalition of small businesses and creators advocating for digital advertising. Since June, retailers, restaurant owners, independent publishers and more have met with over a dozen congressional offices, including Senators Kyrsten Sinema and Patty Murray, as well as Representatives Susan DelBene, Bill Johnson, and Brittany Pettersen. Coalition members are supporting digital



David Cohen

Chief Executive Officer
Interactive Advertising Bureau
116 E. 27th Street, 7th Floor
New York, NY 10016
212-380-4704

advertising in local and national media, [sharing their success stories and concerns online](#). Please see this [recent article that appeared in USA Today](#). Internet for Growth also [announced a six-person Advisory Council](#) of leading members from diverse backgrounds, helping to increase outreach and advocacy. The campaign is helping legislators and regulators to craft digital advertising policy that protects innovation, jobs, and economic growth across the country.

- On the legal front, IAB now maintains a Certified Partner Program (CPP) as part of its Multi-State Privacy Agreement (MSPA) compliance framework. Applicants to the CPP that become [MSPA Certified Partners](#) are permitted to process MSPA Covered Transactions without signing the MSPA.
- In the last few months, the **Privacy Implementation & Accountability Taskforce (PIAT)** commenced work on creating privacy diligence standards and a privacy taxonomy.
- In October, the IAB Tech Lab and Legal team partnered to offer the [Privacy Tech Workshop for Lawyers and Cross-Functional Privacy Teams](#). The workshop offers privacy lawyers, privacy product managers, risk officers, compliance managers, and those drafting commercial contracts a solid foundation in how technologies and platforms work to deliver personalized and non-personalized ads.
- Contracting in the digital ad industry is complicated and nuanced. The [Commercial Contracting Issues in Digital Advertising webinar](#) navigates this confusing area and walks participants through the differences between direct and programmatic deals. Throughout this course, participants went through the lexicon of the industry, the anatomy of ad contracts, and discussed prevailing market provisions from the perspective of publishers, brands, agencies, and key intermediaries and vendors.
- The IAB Legal Affairs Council seeks to improve clarity and consensus around state privacy laws in the digital advertising industry. The [IAB State Privacy Law Survey](#) provides a comprehensive set of benchmarks for companies to evaluate their existing privacy compliance approaches and see where the market is moving in terms of privacy best practices.
- New developments in European law continue to pose challenges for digital advertising in 2023. The [Practical Guidance for European Privacy Laws: GDPR, ePrivacy, and Beyond](#) webinar provides practical guidance on key GDPR and ePrivacy requirements, as well as specific considerations for participants in the digital advertising ecosystem seeking to comply with those requirements.
- Pixels on-page and in-ad creative yield more effective site management and marketing campaigns. However, certain pixel practices also raise privacy compliance challenges. The [Pixel Practices & Navigating State Privacy Compliance](#) webinar is a technical deep dive into how pixels operate on-page, how publishers and advertisers manage those pixels with their vendors, and the life cycle of pixels getting placed into and firing in the ad creative—and the privacy compliance challenges involved.

IAB Tech Lab and Global Engagement

- The Global Privacy Platform (GPP) provides a standardized means for parties, such as the hosting publisher or an advertising vendor, to access these preferences managed by the CMP. [The latest version GPP 1.1](#) released in June incorporates key updates to



streamline the use of and promotes interoperability for accessing privacy signals that support different regulations.

- The IAB Tech Lab also released final versions of the private audience activation specification named [Open Private Join & Activation \(OPJA\) and the Data Clean Rooms \(DCR\) Guidance](#). The guidance aims to improve the understanding of Data Clean Rooms in digital advertising and expected capabilities and limitations of a modern DCR solution. The document focuses on giving publishers and advertisers a clear guide to the questions they should be asking of DCR vendors.
- As the use of ID solutions grows, the industry must understand what they are, how they are integrated into the workflows, and their utility. The [Identity Solutions Guidance](#) document [released in October](#) is an informational guide for advertisers, publishers, media agencies, data collaborators, and ad tech vendors to demystify the landscape, better understand the scope and scale of ID solutions and the technology, so that they can evaluate different ID solution partners.
- Differential privacy has emerged as the preferred privacy enhancing technology to share and analyze data, specifically measurement and attribution. The **Differential Privacy Guide**, which is being released this week, provides an overview of the technology, its application to ad tech use cases and common terms and levers used in managing privacy budgets in transactions using differential privacy.
- IAB Tech Lab's Advanced TV Working Group introduced an [addendum to the Video Ad Serving Template \(VAST\)](#) to support cookieless attribution reporting for Google Chrome Browser Attribution Reporting API. To support the cookieless attribution feature in VAST, IAB Tech Lab is publishing a mechanism that will enable event URLs to be marked to request registration with the Attribution Reporting API.
- IAB Tech Lab created the [Privacy Sandbox Task Force](#) to conduct a rigorous technical and operational analysis of the forthcoming Privacy Sandbox modifications and their implications for digital advertising use cases.
- [The IAB AI Subcommittee](#) was also created to address the transformative impact of AI on the digital media landscape and is dedicated to exploring the rapidly evolving intersection of AI technologies with the world of digital media.
- The Tech Lab's **OpenRTB specification development** has been moved to [Github](#) and incorporated a continuous release process.
- IAB Tech Lab has [developed a protocol](#) for [Data Subject Rights](#) that addresses how to communicate deletion requests from consumers and how to respond to acknowledge the request.
- IAB Tech Lab released version 2.0 of [Ad Product Taxonomy](#) to help the industry define and describe products being advertised. Version 2.0 provides better management of sensitive categories and removes many redundant and not used categories to make the taxonomy smaller and easier to use. The ad product taxonomy has also been moved to Github for easier ongoing maintenance.
- The [Sustainability Playbook](#) is the first of a portfolio of recommendations from IAB Tech Lab's Sustainability Working Group. The Sustainability Playbook is a guided resource that promotes sustainable media best practices in programmatic advertising.
- The **Advanced TV working group** was created to help modernize the television advertising technology stack. The evolution from traditional linear television to new



David Cohen
Chief Executive Officer
Interactive Advertising Bureau
116 E. 27th Street, 7th Floor
New York, NY 10016
212-380-4704

combinations of digital video, live streaming, and linear requires standardization and interoperability.

- In October, the Tech Lab hosted a [REARC: Build For Privacy Series](#). The BUILD event series brings together privacy technology and policy experts from publishers, advertising technology providers, and government regulators to discuss the development and application of new privacy-enhancing technologies, addressability solutions, and how to achieve compliance using Tech Lab's compliance and audit frameworks.

Learning & Development

- The IAB Learning & Development team released an updated version of the [Digital Video 360](#) e-learning course as part of the Digital 360 Suite. The 2023 edition includes updated charts, graphs, data, and definitions, as well as updates regarding targeting capability changes and privacy-safe strategies, including the use of data clean rooms within the digital video ecosystem.
- IAB also launched a new course, [Introduction to Retail Media](#). This intermediate-level course covers onsite, offsite, and in-store advertising tactics, retail media planning, buying and negotiation, audience strategy, the creative process, optimization, measurement, and the impact of closed-loop attribution on reporting in retail media.
- **12 public training courses** were offered across topics including retail media, commercial contracting issues in digital advertising, podcast advertising, measurement and attribution, gaming and immersive media, EU privacy laws: GDPR, privacy law essentials, career strategies for senior level employees, audio, and artificial intelligence.
- Finally, IAB conducted **virtual instructor-led training courses** for enterprise member L'Oréal.

Financial Management

2023 has been a challenging year for our industry and IAB is not impervious to those headwinds. We estimate a loss on membership dues revenue of \$166,000 through year end or about 1% more than forecast. While most of our Center of Excellence Boards are holding steady, we will recognize a loss in our Games and eSports Board of \$140,000 after four members canceled their board seats due to a shift in their business away from gaming/esports and a shift in the focus of the Board this year.

The IAB Video Leadership Summit garnered a 17% increase in revenue (\$30,000) compared to the original forecast and while sponsorship was down 18% on our IAB Connected Commerce Summit: Retail Reimagined (\$88,000), that loss was mostly offset by an increase in paid attendance.

IAB Learning & Development revenue is down 12% (\$145,000) due to a softening in the digital education offerings and a sponsorship of only one Brand Academy learning event (three were planned for this year) and IAB revenue overall is down 1% or \$440,000 versus the last forecast.



David Cohen
 Chief Executive Officer
 Interactive Advertising Bureau
 116 E. 27th Street, 7th Floor
 New York, NY 10016
 212-380-4704

Costs improved by \$180,000 versus the amount last forecast after we realized some cost savings by bringing work in-house for event production.

IAB will continue to manage expenses to make up for the loss in revenue. We expect to see savings from open headcount through the rest of the year as well as savings (\$200,000) from a website redesign which has been deferred to 2024. We are also recognizing savings in our research expenses due to a delayed launch of the IAB Insights Engine. We are optimistic that we can maintain our original projected 2023 budget net income of \$22,000.

New Members

Since June, the following 32 new members have joined IAB. All members have access to join the inner workings of IAB—including voting board membership, Center of Excellence leadership, and access to legal and public policy resources.

- | | | |
|------------------------|-------------------|--------------------------|
| ADvendio America Corp. | Incremental | Silvercrest |
| AFK Creators LTD | InfoSum Media LTD | Spectrum Science |
| Anchor Trading | KPMG LLP | Telly, Inc. |
| AssemblyAI | Loop Media Inc. | Threefold - Agency |
| Attain | Measure Protocol | Tremor International Ltd |
| Dispatch | Mediaprobe | Ubisoft |
| DrivenIQ | Neolaw | Venatus |
| Escalated.io | NRS Digital Media | VideoStorm |
| Ethyca Inc | Optimal | Western Union |
| Evergreen Trading | Quividi | Zeno Media LLC |
| fullthrottle.ai | Roblox Media | |

Thank you for your ongoing support. Together we look forward to continuing our efforts and to ensure the industry’s collective and continued growth.

With gratitude,

David Cohen
 Chief Executive Officer, IAB