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2023 was a challenging year. Between geo-political tensions around the globe, and the slowing of our industry following a pandemic-fueled growth spurt, we got a taste of what the next stage of digital industry growth looks like.

We are operating in an environment that is dynamic and filled with competing tensions. Multiple wars are being fought, and resolution looks unlikely in the immediate term. The state of American democracy remains unsettled, and a record-high number of Americans (39%), say they don’t trust the media at all. Half of Americans believe that news organizations are trying to deliberately mislead them.

In short, after all we’ve been through as human beings and digital executives over the past few years, as we close the book on 2023 and enter 2024, it is safe to say that we find ourselves in a state of muted optimism.

We are at a critical inflection point in our digital evolution, a pivot point between the past and the future, a time I think we'll look back on as “The In-Between Years”.

In this time, there are two things we have to keep in mind.

First, there is a lot that we can, and must, do now to shape the future.

And second, what we do now can make an enormous difference—and that is a cause for greater optimism.

The industry we’ve all chosen as our life’s work is one that’s characterized by change and continual reinvention. It’s a very different business than it was 10 years ago, and the pace of change continues to accelerate. At the close of 2023, The Hollywood Economy now has a serious Creator Economy alongside it, one that Goldman Sachs projects could approach half-a-trillion dollars by 2027. Generative AI burst onto the scene at the end of 2022 and has been part of nearly every industry conversation since. The next round of streaming wars are underway, with advertising-supported streaming at the center of it. The importance of retail media networks and the changes to commerce are part of nearly every conversation, and our IAB Connected Commerce Summit: Retail Reimagined sold out in no time. Podcasting is now a full-funnel medium, embraced by advertisers for brand-building. Digital OOH continues to become more data and technology driven, with programmatic connections making it easier than ever to execute a truly cross-platform campaign. We’re also building on the success of our inaugural IAB Gaming and Immersive Media Leadership Summit.

That is a lot of progress and evolution, and we should all reflect on the positive change that we are driving on behalf of our industry and our society. What we do matters, a lot.

In 2023, we redoubled our efforts to build awareness and focus on national privacy legislation. Change in Washington, D.C. is a gradual process, and often complicated by partisan politics, but those efforts will pay off in the coming years. We’ve always known this would be a marathon and not a sprint, and in this political environment getting the attention we need isn’t always easy.

But these efforts are vital, especially as we near the end of the third-party cookie. With many in the industry not as prepared as they need to be, IAB has devoted substantial time to educational efforts, highlighting the changes and opportunities in a new portfolio of addressability solutions. We have also spent a lot of effort on measurement and attribution, setting up our Attention Measurement Task Force, a CTV Measurement Webinar Series, and publishing our Retail Media Measurement Guide, which showed how to optimize first-party data and closed loop measurement.

Now in its tenth year, IAB Tech Lab had a busy year as well, publishing programmatic standards in podcasting, forming an Advanced TV Commit Group, rolling out the Global Privacy Platform, and collaborating with AdNetZero and the Global Alliance for Responsible Media (GARM) on sustainability initiatives.

While there’s a great deal of reinvention work to be done, I’m more than cautiously optimistic about the year ahead. If we continue to work together the way we have since the beginning of our ad-driven digital economy, we have the opportunity to shape a smarter, better, more successful industry for all of us.

Please participate in IAB committees, councils and working groups, make your voices heard, and help us push things forward.

With appreciation

David Cohen
Chief Executive Officer, IAB
What a difference a year makes. In just the last 12 months, we’ve seen generative AI radically and fundamentally reshape the discourse in our digital ecosystem. Retail media has upended the world of media and retail at the same time. The streaming revolution continues its spiral outward, expanding where we can watch, listen, and reach audiences. Meanwhile, the debates around currency and measurement are accelerating, and they are transforming how we buy—and how we measure success.

And through it all, data privacy has become an ever more pressing issue that has the potential to dramatically reshape everything about the digital economy, despite regulatory delays at the national level.

The challenges our industry faces are formidable and, in some cases, existential—and they are coming at us fast. In fact, there has never been a time where there’s so much change in play at one time.

But With Non-Stop Change Comes Boundless Opportunity and a Genuine Reason for Optimism

Innovation is everywhere (witness generative AI, which has triggered a wave of new products and investments this year). The upheaval in “Big Tech” has created opportunities for everyone to find the talent they need to thrive. And with the meaningful evolution of video to data-driven advanced TV and streaming to the rise of data clean rooms and beyond, there are exciting possibilities for the future. 2023 has shown us that progress is possible for solving some of our industry’s most vexing problems.

At IAB, we believe that persistent and determined education about these changes can be a force for good. We’re an industry of builders, and our job in the face of uncertainty is to build the things that matter: the standards, technologies, and guardrails that lead to a future that’s better for everyone.
The Evolution of Privacy and Addressability

As we approach an election year in 2024, the regulatory impasse continues in Washington, D.C. Calls for AI legislation, protecting children, and other opportunistic efforts to curb the power of “big tech” will take center stage while our industry’s data privacy concerns are unlikely to rise on the priority list in the near term. And yet, a patchwork of state, national, and international privacy regulations is creating a compliance headache for our industry and IAB is working tirelessly to advocate for a solution on our members’ behalf.

The Rush to Measure Attention

Calls for a Collaborative and Coordinated Approach

IAB Tech Lab has been focused on bringing the industry together and creating standards to achieve predictable privacy for consumers, increase accountability and trust for the industry, and improve market innovation and competition. The Global Privacy Platform (GPP), now in version 1.1, provides a standardized means for parties, such as the hosting publisher or an advertising vendor, to access these preferences. The 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 to improve the understanding of data clean rooms in digital advertising.

IAB Tech Lab REARC Build for Privacy Series, London, UK | Holistic Identity Strategies | Ed Pizey, VP, Data & Technology Consulting, Publicis Media; Christian Carlsson, Head of Addressability Solutions, LiveRamp; Mathieu Roche, CEO & Co-Founder, ID5; Alasdair Cross, VP, Sales, Roqad; Shailley Singh, EVP, Product, and COO, IAB Tech Lab

The IAB Multi-State Privacy Agreement (MSPA), which launched in December 2022 now has more than 1,250 signatories. To continue this important work for the industry, IAB published an Advertiser’s Guide to the MSPA, maintains a Certified Partner Program (CPP) as part of its MSPA compliance framework, and in December 2023, IAB published the Multi-State Privacy Compliance Toolkit, a document that provides background to the state privacy laws and how to develop and approach to compliance from a legal and implementation perspective.

As the use of identity solutions grows, the industry must understand what they are, how they are integrated into the workflows, and their utility. The IAB Tech Lab ID Solutions Guidance document released in October is an informational guide for advertisers, publishers, media agencies, data collaborators, and advertising technology vendors to demystify the landscape and better understand the scope and scale of ID solutions so they can evaluate different ID solution partners.

Meanwhile, differential privacy has emerged as a preferred privacy-enhancing technology to share and analyze data, specifically measurement and attribution. The Differential Privacy Guide 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.

In partnership with IAB Europe, the IAB Tech Lab is also committed to continuous improvement and development of the Transparency and Consent Framework (TCF) to meet the needs of users and regulators in Europe. Version 2.2 of the TCF was released in May 2023.

Finally, standards and compliance can only go so far. The IAB Public Policy and Legal Affairs teams continue to be a voice of reason on Capitol Hill and in the states, hosting events for Congress and our members including the 2023 IAB Public Policy & Legal Summit, the Internet for Growth D.C. Fly-In, and the 2023 IAB State Privacy Law Summit. Throughout 2023, IAB released a series of privacy webinars to navigate these fast-changing waters.

With your support we continue to make progress on privacy and what a post-cookie world can look like.
Harnessing the Evolution of Digital Media

Talk about a streaming revolution. U.S. digital video ad spend increased 21% year-over-year in 2022 to $47.1 billion and is projected to rise 17% in 2023 to $55.2 billion. Podcasting ad revenue is expected to more than double to $4 billion by 2025. The IAB Media Center is focused on accelerating video and audio adoption in a cross-platform marketplace, quantifying the opportunity for brands and marketers in research including the 2022 Video Ad Spend & 2023 Outlook: Defining the Next Generation and the U.S. Podcast Advertising Revenue Study: 2022 Revenue & 2023-2025 Growth Projections as well as the U.S. Podcast Advertising Revenue Study 2023.

IAB also brought together leaders for one-of-a-kind industry marketplaces like the 2023 NewFronts, the 2023 IAB Podcast Upfront, and the second annual 2023 IAB PlayFronts—a marketplace dedicated entirely to advertising and partnership opportunities in the exciting and evolving gaming and esports industry. IAB also convened audio and video leaders for inspiration and innovation at the IAB Video Leadership Summit 2023 in July and both the IAB Audio Innovators Leadership Summit 2023 and the IAB Gaming and Immersive Media Leadership Summit 2023 in October. IAB also held the first-of-its-kind IAB Measurement Leadership Summit at ALM in January.

Next-Generation Measurement for an Evolving Digital Landscape

As the digital ad industry continues to suffer from signal loss and the evolution of state-level privacy legislation, the demand for privacy-preserving technology that enables critical, data-driven advertising has never been greater. The IAB State of Data 2023 research, now in its sixth year, examines how data clean rooms and other privacy-preserving technology, including customer data platforms, consent management platforms, data management platforms, and identity solutions are being managed and activated. IAB sought to identify the challenges that ad buyers and sellers are facing when leveraging these technologies.

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) have been working together to establish the IAB/MRC Retail Media Measurement Guidelines through cross-industry collaboration.

Why Streaming Services Are Pushing Subscribers to Ad Tiers — Next to Digital Media

And new digital media opportunities abound. Retail media is hurtling towards a staggering $45 billion market in 2023 with a projected $10 billion increase in 2024. To help our members seize the moment, IAB 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. And the IAB Connected Commerce Summit: Retail Reimagined showcased the latest technologies revolutionizing the retail media shopping experience and critical discussions to move towards standards.

2023 IAB ALM | Recalibrating Measurement & Attribution | Therran Oliphant, SVP Data & Technology NA, Essence; Hass Khalife, Global Head of Marketing Technology, General Motors; Travis Clinger, Senior Vice President, Activations and Addressability, LiveRamp; Angelina Eng, Vice President, Measurement, Addressability & Data Center, IAB

2023 IAB Connected Commerce Summit: Retail Reimagined 2023 | Creating Consensus Through Retail Media Standards | Jessie Dowd, Editorial Director, Path to Purchase Institute; Jill Cruz, Executive Vice President, Commerce Strategy, Publicis Commerce; Jeffrey Bustos, Vice President, Measurement, Addressability & Data Center, IAB; Ron Pinelli, Senior Vice President, Digital Research and Standards, Associate Director, Media Rating Council; Claire Wyatt, VP, Business Strategy & Marketing Science, Albertsons Media Collective
Using Attention Metrics, Publishers Aim to Prove Their Ads Work

CTV and gaming also present measurement challenges. In addition to the Open Measurement Software Development Kit (OMSDK), which was updated last year to bring consistent video viewability measurement signals to CTV environments, we continued to make improvements to gaming and CTV measurement this year. The webinar series Measuring What Matters in CTV from the IAB Media Center highlights key solutions in CTV measurement as it relates to audience and privacy-centric measurement.

IAB is committed to addressing modern management’s expectation of more accountable marketing and media spending—and the challenges of delivering in a volatile regulatory environment. Defining best practices and guidelines for addressability, attribution, brand safety, ad fraud, and privacy is a core part of the IAB mission.

Building Trust and Transparency in the Supply Chain

IAB and IAB Tech Lab are dedicated to ensuring there is healthy competition, innovation, and growth in the digital advertising industry. The IAB Tech Lab’s Transparency Center, launched in 2021, is now part of the Tech Lab Tools Portal, a centralized resource for metadata about participants in the ad tech ecosystem. This includes data from IAB Tech Lab specifications like Authorized Digital Sellers (ads.txt) and Sellers.json 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.

Besides the core standards, the IAB Tech Lab continues to educate and build awareness around trust and transparency throughout the year. The IAB Tech Lab Summit 2023: Impact was held in June and was the premier industry event exploring technology solutions to the most pressing challenges facing the digital advertising industry. The event covered artificial intelligence, consumer privacy, advanced TV, and sustainability initiatives, and had an emphasis on supply-chain security including authorization mechanisms like ads.txt, and authentication mechanisms for device and ecosystem partners with ads.cert.

In short, our work in 2023 was foundational and essential for the continued vitality and success of our industry. And we could not do it without your support. We look forward to seeing all our members at the 2024 IAB Annual Leadership Meeting where our work building the digital future we all want continues.
Unlocking Value in Emerging Platforms and Future-Proofing Our Industry

If the brief history of the internet has taught us anything, the platforms of today are not the platforms of tomorrow. To anticipate the seismic changes that are constantly underway in the digital ecosystem, the IAB Experience Center plays an active role in shaping the future of advertising. It focuses on emerging advertising channels and evolving consumer behaviors to help the industry understand and reach the consumer of today and tomorrow.

Overheard at IAB PlayFronts: ‘Gaming is the Mythology of the Digital Generation’

Key accomplishments of the IAB Experience Center in 2023 include:

IAB PlayFronts 2023
The second annual IAB PlayFronts, held in New York City in March, marked a significant milestone in the evolution of gaming as an advertising platform. The sold-out event showcased the latest trends and innovations in gaming and advertising and offered an immersive experience in the gaming ecosystem.

IAB Gaming and Immersive Media Leadership Summit
This inaugural event brought together advertising industry leaders to explore the burgeoning realms of gaming and immersive media. The summit explored current market trends and the anticipated growth of the extended reality industry to $13.6 billion by 2025. The key insights and discussions were recapped in a webinar available on demand.

Finding Success with In-Game Advertising
Despite gaming’s popularity (two-thirds of Americans play video games), it captures less than 10% of advertisers’ budgets. An IAB study conducted with MediaScience highlights five misperceptions hindering investments around in-game advertising. These include beliefs that it’s expensive to start, hard to find quality inventory, unable to deliver key objectives, difficult to measure, and not brand safe. Contrary to these views, the industry now offers scalable, cost-effective, and measurable advertising opportunities. The study, revealed at IAB PlayFronts, emphasizes gaming’s unrealized potential for engaging vast audiences, urging the industry to reevaluate and embrace in-game advertising.

IAB PlayFronts Return To Debunk Gaming Misconceptions

Essential Resources and Training
The IAB Experience Center also collaborated with a working group of major industry players including publishers, ad tech companies, agencies, brands, and measurement companies and the IAB Learning and Development team to create essential resources for the industry including:

- Gaming 360 | Curriculum and Instructor-Led Training - This comprehensive course provided an in-depth understanding of the gaming ecosystem, the
advertising framework within gaming, and essential strategies for planning and targeting audiences. An in-person and virtual instructor-led course also featured expert panel discussion, focusing on the current challenges and opportunities in gaming advertising.

- **Day of Learning: Gaming and Immersive Media** – This event focused on the latest trends and best practices in gaming and immersive media advertising.

- **Legal & Business Issues in the Metaverse** – This training session on marketing and advertising in the Metaverse provided attendees with crucial insights into this nascent, yet rapidly evolving, space.

**Gaming Looms Large as Opportunity for Brand Advertisers, IAB’s Zoe Soon**

The Creator Economy Opportunity

With millions of creators worldwide, the creator economy has grown exponentially over the last several years. Creators are this generation’s directors, producers, and talents all rolled into one. They’re also household names, with the power to make trends go mainstream overnight, spark cultural movements, and shape purchase decisions. To help marketers understand how to tap this opportunity, IAB created a Creator Economy Committee, which held its inaugural meeting in November. The first gathering focused on sharing knowledge and identifying industry opportunities, addressing challenges like standardized metrics, influencer fraud, and nuances in creator acquisition. IAB also hosted a workshop in November and a webinar in December to highlight the profound impact creators have on consumers, how creator content can complement studio content, and insights from new IAB research called The Creator Economy Opportunity: Where Authenticity Meets Impact on the importance of creator-produced content.

**2023 IAB EXPERIENCE CENTER GAMES BOARD**

Jonathan Stringfield, Activision Blizzard
Itamar Benedy, Anzu
Jude O’Connor, Bidstack
Sarah Stringer, dentsu
Amanda Rubin, Enthusiast Gaming
Michael Cassin, Equativ
Mike Sepso, ESL Faceit Group (Vindex)
Cary Tilds, Frameplay
Walt Gao, Google LLC
Wilson Standish, Hearts & Sciences
Jennilee Dunwoody, L’Oréal
Aaron Lange, Marketing Architects
Veronica Parker-Hahn, Meta
Jay Schiller, Microsoft Advertising
Kyle Mohan, Neustar
Adam Schlacter, Niantic
Samantha Lim, Publicis Media
Karl Meyer, Samsung Ads
Ryan Moore, SuperAwesome
Rema Vasan, TikTok, Inc.
Natrian Maxwell, Trade Desk
Bill Young, Twitch
Dario Raciti, Zero Code (Omnicom Media Group)
Gabrielle Heyman, Zynga

**2023 IAB IMMERSIVE MEDIA BOARD**

Adam Buhrer, Digitas LBI
Darline Jean, Google LLC
Bradon Kaplan, Journey
Suzanne Flint, Microsoft Advertising
Erin Schaeffer, Niantic
Stan Joosten, P&G
Keith Soljacich, Publicis Media
Stephanie Latham, Roblox
RoseMarie Adamo, Snap
Michael Dorf, TelevisaUnivision
Dave Olesnevich, The Weather Company
Tony Gemma, Yahoo
Changes in privacy legislation, the deprecation of third-party cookies and identifiers, and platform policies are affecting data collection, addressability, measurement, and optimization. IAB wants to ensure brands and publishers preserve the ability to communicate effectively with their customers and the IAB Measurement, Addressability & Data (MAD) Center provides essential industry guidance and education on changes in underlying technology and privacy regulations in a constantly evolving ecosystem. The center provides guidance on new addressability and measurement solutions to enable revenue growth, efficiency, and scale, with a focus on attention metrics, retail media networks and privacy-by-design solutions to reach and measure known and unknown audiences.

Despite a Bullish Market, Data Clean Rooms Face ROI and Privacy Challenges

Key accomplishments of the IAB Measurement, Addressability & Data (MAD) Center in 2023 include:

State of Data 2023: Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem

As the digital ad industry continues to suffer from signal loss and the evolution of state-level privacy legislation, the demand for privacy-preserving technology that enables critical, data-driven advertising has never been greater. As part of our sixth annual State of Data initiative, IAB commissioned Ipsos to examine how data clean rooms (DCRs) and other privacy-preserving technology, including customer data platforms (CDPs), consent management platforms (CMPs), data management platforms (DMPs), and identity solutions are being managed and activated. A survey of 200 data decision-makers at brands, agencies, and publishers, and 20 in-depth interviews reveal that although some companies leverage the capabilities that DCRs offer beyond privacy, most are not using the advanced measurement capabilities.

State of Data and Retail Media Roadshows and Town Halls

Following the IAB State of Data Report, IAB continued to showcase the collective findings with experts across publishers, agencies, and technology companies in a series of roadshows and town halls. The MAD Center also led the Road to Connected Commerce before and after the first ever IAB Connected Commerce Summit: Retail Reimagined in September 2023. In 30+ sessions with IAB member companies, IAB delivered its perspective, recommendations, and insights, followed by an open conversation with the participants.

2023 IAB Measurement Leadership Summit: Undivided Attention | From the Publisher Lens | David Minkin, SVP, Commercial Product Strategy and Digital Operations, Wall Street Journal; Dr. Joetta Gobell, SVP of Data Strategy and Insights, Dotdash Meredith; Meredith Zhang, Measurement Partner, TikTok; Julian Zilberbrand, EVP Advanced Media, Paramount; Scott Linzer, GM, North America, Lumen Research

State of Data Town Hall: Data Clean Rooms | Jeffrey Bustos, Vice President, Measurement, Addressability & Data Center, IAB; Avanti Gade, Client Success Lead, Head of Strategic Accounts, Habu; Dana McGraw, Senior Vice President, Audience Modeling & Data Science, Disney Advertising; Jessica Simpson, Senior Vice President, Global Solutions Consulting; Publicis Groupe

State of Data Audience Based Optimization with Attention | Angelina Eng, Vice President, Measurement, Addressability and Data Center, IAB; Josh Alvernia, Co-Founder and Chief Executive Officer, Clue; Marika Roque, COO, KERV

Retail Media Networks—Everything Ad Buyers and Sellers Need To Know About the $125 Billion Trend
IAB Retail Media Buyer’s Guide

Released in July, this comprehensive guide explores the world of retail media, showcasing its immense potential for brands and retailers alike. 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. Explore the guide to gain valuable knowledge about the power of retail media, challenges faced, privacy landscape, audience strategies, unifying customer experiences, creative best practices, and more. IAB followed the release of the Retail Media Buyer’s Guide with a series of courses and town halls that brought actionable insights to members throughout the year.

IAB Releases Retail Media Buyer’s Guide

IAB/MRC Retail Media Measurement Guidelines

As retail media surged to a staggering $45 billion market in 2023 with a projected $10 billion increase in 2024, the industry faces growing complexity. A central challenge is the lack of standardization across Retail Media Networks (RMNs). This has made it difficult to evaluate campaign performance and optimize investments effectively. Developed by the IAB Retail Media Measurement Working Group in collaboration with the Media Rating Council (MRC), this comprehensive document aims to bring uniformity and credibility to retail media measurement.

On the path to standardization, these retail media measurement guidelines were released in September for public comment during the 2023 IAB Connected Commerce Summit: Retail Reimagined, which showcased the latest technologies and trends revolutionizing the shopping experience. From measurement and content innovation to personalized marketing and interactive experiences, thought leaders in e-commerce and retail media gave insights about the most impactful strategies to help brands stay ahead of the game. Forward-thinking keynote talks, engaging panel discussions, and interactive breakout sessions provided opportunities to learn where the future of retail commerce is headed and how it could improve your business. View the highlights and watch our Commerce Leaders Spotlights (video series).

IAB Retail Media 2023: Operational Strategies for Growth

Retail media has quickly emerged as an integral part of the omnichannel playbook. It was one of the fastest growing U.S. advertising channels in 2022 (+22% year-over-year to $38 billion) and is expected to more than double across the next five years to $107 billion as incremental and reallocated funds are funneled into its ecosystem. 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, and 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.

The IAB MAD Center is also leading two critical task forces for the industry: the Attention Task Force to develop a set of standardized attention metrics widely accepted and used in various applications and the Terms and Conditions Task Force in conjunction with the IAB Legal Affairs Council to create a standardized set of terms and conditions by which most online media buys occur.

2023 IAB MAD CENTER BOARD

Asif Rahman, AccuWeather
Chad Engelgau, Axxiom
Paula Despins, Amazon Ads
Dave Rosner, Audigent
Keith Bryan, Best Buy
Jon Roberts, Dotdash Meredith
Dan Slivjanovski, DoubleVerify
Aimee Irwin, Expierian Marketing Services
Dan Taylor, Google LLC
Ram Pedmanabhan, Havas Media Group USA, LLC
Maria DePanfilis, Hearts & Science
Kelly Rich, Horizon Media
Marc Rossen, In-Transition
Jamie Auslander, Infillion
Cara Pratt, Kroger 84.51
Stephanie Martone, Meta
Kyle Maurer, Monster Energy
Amenah Atai, Nielsen
Robert Gibbs, Nomology
Nikhil Sharma, Roundel
Jay Goebel, The Trade Desk
Felix Zeng, The Weather Company, an IBM Business
Jorge Ruiz, TikTok, Inc.
Delphine Hernoux, Wavemaker
Emmy Grunseich, Yahoo
The streaming video and audio revolution—and the places where we can watch and listen—are now boundless. The IAB Media Center serves as the cross-screen (omnichannel) umbrella under which the IAB 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 IAB Media Center in 2023 include:

2023 IAB NewFronts
Every year in spring, this premier sold-out event brings together buyers and sellers of original digital video content and offers a first look at the latest digital content from the major publishers in media and entertainment as well as insights from key tech enablers.

2022 Video Ad Spend & 2023 Outlook
Released at the 2023 IAB NewFronts, in conjunction with Standard Media Index (SMI) and Advertiser Perceptions, the report provides a lens into trends and qualified advertising spend estimates for 2020 through 2022 and projected for 2023. Over 300 video buyers were surveyed across agencies and brands to understand the digital video marketplace, which is one of the fastest growing and most complex media channels.

2023 IAB Podcast Upfront
Now in its eighth year, the must-attend, invitation-only event provided a marketplace for brands, agencies, and media buyers to preview the latest in innovative podcast programming and to deepen their understanding of the opportunities to share marketing messages with highly engaged and receptive consumers that podcasting affords.

U.S. Podcast Advertising 2022 Revenue & 2023-2025 Growth Projections
Released at the 2023 IAB Podcast Upfront and prepared for IAB by PwC, the report highlights podcasting’s resilience and how it’s growing faster than the total internet market. The report also breaks down 2022 podcast advertising revenue, revenues by industry category and content genre, and forecasts revenue growth for the next three years.

Audio and Video Advertising Landscape Decks
Compiled from IAB and other industry research and analysis and informed by consultations with industry practitioners, the video and audio advertising landscape decks provide a perspective on the current state of the video and audio advertising ecosystems. The modular presentations are easily designed to help educate sales, product, and marketing teams on changing consumer behaviors, ad spend, ad experiences and innovations, and market trends.
2023 IAB Video Leadership Summit (VLS)
The IAB Video Leadership Summit is an essential event for senior leaders across the converging TV and digital video ecosystem to generate actionable ideas for the industry. In June, the 2023 IAB VLS gathering brought together 100+ participants in Asbury Park, NJ and focused on streaming UX challenges and opportunities, the currency conundrum, and consistent and flexible measurement to build trust across the ecosystem. An on-demand recap webinar summarized top takeaways from the leadership summit and provided an opportunity for participants to share insights and thought leadership as well as project next steps with the larger IAB video publisher, technology, agency, and brand community.

2023 IAB Audio Innovators Leadership Summit
In its second year, the annual agenda-setting event for senior leaders across the digital audio and podcasting space, the IAB Audio Innovators Leadership Summit brought together invite-only participants from the marketing, media, agency, and technology sides of the ecosystem. At this year’s event, IAB released the IAB Podcasting Buyer-Seller Checklist to enable agencies, brands, and publishers to have a common point of reference before negotiating or executing a podcast campaign. A recap webinar summarized important findings and discussed the actionable ideas and solutions generated, debated, and conceptualized during the event.

2023 IAB VIDEO BOARD

James Smith, Amagi
Chris Hock, Adobe
Eric Kretzer, Amazon Ads
Sam Bloom, Camelot Strategic Marketing & Media
Michael Law, Carat
Cara Lewis, dentsu
Jenny Schauer, Digitas LBI
Danielle Brown, Disney Advertising Sales
Jason Lidofsky, Dotdash Meredith
Pooya Midha, Effectv
Mike Fisher, Essence Mediakom
David Dworin, FreeWheel
David Spencer, General Motors Company
Brian Albert, Google LLC
Susan Schiekofer, GroupM US
Janine Cross, Harmelin Media
David Campanelli, Horizon Media
Evan Krauss, Index Exchange
Laurel Rossi, Infillion
Maureen Bosetti, Initiative
Sean Galligan, Integral Ad Science
Kelsey Pullen, LiveRamp, Inc.
Katie Evans, Magnite
Bianca Bradford, Meta
Brian Matthews, National Football League (NFL)
Michael Reidy, NBCUniversal
Adam Gerber, Netflix
Peter Naylor, Netflix
Wil Danielson, Nexstar, Inc.
Kelly Metz, Omnicom Media Group
Chris Hawk, Papa John’s Pizza
Jarred Wilchinsky, Paramount
Steven Ellis, Paramount
James Wilhite, Publicis
Helen Lin, Publicis Media
Carl Fremont, Quigley-Simpson
Michael Scott, Samsung Ads
Shelby Saville, Spark
John Muszynski, Spark Networks
Robert Klippel, Spectrum Reach
Fernando Romero, TelevisaUnivision
Chris Elliott, The Coca-Cola Company
Tim Natividad, TikTok, Inc.
Theresa Thomson, Intuit
Aaron Sobol, Unilever
Mike O’Donnell, VIZIO
Jennifer Kohl, VMLY&R
Jim Cowser, Voya Financial
Ryan Gould, Warner Bros. Discovery
CTV Measurement Webinar Series
This series of three webinars outlined the current state of development for solutions in CTV Measurement as it relates to audience, attention, and outcomes. Panels included representation from the publisher, agency, brand, tech and platforms. Measuring What Matters in CTV highlights key solutions in CTV measurement as it relates to audiences and privacy. The Prove It to Move It webinar highlighted key innovations in using CTV measurement to prove campaign performance and business outcomes, and Harnessing the Power of Attention focused on attention-based metrics as marketers are seeking solutions in the post-cookie world.

Podcast Revenue Report 2023: Drivers, Strategies, and Tactics for Growth
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.

The IAB Media Center aims to accelerate the seamless transition from traditional analog media channels to dynamic digital platforms and to empower innovative business models while fostering a captivating and consumer-centric media and advertising experience.

IAB Report Tracks Podcasting’s Evolving Ad Trends, Including Rise of Brand Campaigns

IAB Audio Innovators Leadership Summit: Cultivating Brand Engagement: AI-Driven Audio Strategies for Enhanced ROI | Erik Lundberg, Chief Revenue Officer, ArtsAI; Kurt Kauffer, Co-Founder and Chief Growth Officer, Ad Results Media; Jen Soch, Executive Director, Specialty Channels (AdvancedTV, DR, Publishing, Audio and Local Video), GroupM; Hetal Patel, Executive Vice President, Research & Analytics, iHeartMedia

Measuring What Matters in CTV | Allyson Dietz, VP, Measurement and Analytics, TransUnion; Jennifer Kohl, Chief Media Officer, U.S. Paid Media, VMLY&R; Juliet Corsinita, Head of Convergent Video Buying, Camelot Strategic Marketing & Media; Wendy Arnon, Director, Media Center, IAB

2023 IAB Audio Board
Ellie Dimitroulakos, Acast
Anne Frisbie, AdsWizz
Ken Lagana, Audacy
Brittany Clevenger, BetterHelp
Diana Anderson, Carat
Chris Snyder, Cox Automotive
Jennifer Hungerbuhler, dentsu
Jen Soch, GroupM US
Robert Hunt, Hearts & Science
Lauren Russo, Horizon Media
Carter Brokaw, iHeartMedia
Scott Perretti, Katz Media Group
Joe Cerone, Magna Global
Gina Garrubbo, National Public Media
Christopher Yarusso, Publicis Media
Brian Berner, Spotify
Priscilla Valls, SXM Media
Sean King, Veritone One
Jeanine Wright, Wondery, an Amazon Company
IAB continues to be a strong force for policy and advocacy on behalf of our members at the federal and state level. The IAB Public Policy Council and Legal Affairs team tackled several key challenges IAB members confronted in 2023. 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.

Without the Right Precautions, Influencers Could Be at Risk For Legal Trouble

2023 IAB Public Policy & Legal Summit
On April 3, the IAB Legal Affairs Team and IAB Public Policy Team hosted the 2023 IAB Public Policy & Legal Summit in Washington, D.C. The Summit had nearly 200 attendees and 34 speakers on eight panel discussions that covered topics like privacy issues in connected TV advertising, activity at the Federal Trade Commission (FTC), state privacy compliance, cross-border data flows, and new Congress and state legislatures.

Internet for Growth D.C. Fly-In
In May, Internet for Growth hosted a “Fly-In” to Washington D.C. in which 18 small businesses from throughout the United States met with their respective members of Congress to discuss the importance of federal privacy law, maintaining Section 230 of the Communications Decency Act, and not breaking up the tools they use to promote their small businesses online. The group had 25 meetings throughout the day, including member meetings with Senator Bennet (CO), Representative Crow (CO), Representative Pettersen (CO), Representative Balderson (OH), Senator Brown (OH), and Representative Morelle (NY).

The Data Privacy Imperative
Following President Biden’s State of the Union address in February, IAB’s Executive Vice President, Public Policy, Lartease Tiffith issued a response highlighting IAB’s commitment to protecting data privacy and kids online, our continued desire for a national data privacy standard, and the need to consider the ad-supported online economy, especially small businesses, as a whole, when crafting legislation. IAB is a member of Privacy for America and helps its member companies comply with federal guidelines to protect children online.

IAB Board Meeting in Washington, D.C.
In June, IAB hosted a board meeting in the nation’s capital. Speakers included Congressman Adam Schiff (CA), Congressman Jay Obernolte (CA), Congresswoman Kat Cammack (FL), Congressman Darren Soto (FL) and Stephen Benjamin, Senior Advisor to the President, among others.

CONGRESS IS CONSIDERING A CONTROVERSIAL BILL THAT COULD CHANGE WHAT KIDS SEE ONLINE

Fly In to Washington D.C. | Lartease Tiffith, EVP for Public Policy, IAB at Capitol Hill to educate policymakers and advocate for digital advertising
Advocating on Our Members’ Behalf
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, a restrictive children’s privacy bill in Louisiana automated decision making in California, comprehensive privacy bills in New Jersey and Maine, and an age-appropriate design code bill in Minnesota. The letters serve to put the industry and IAB on record as opposed to this patchwork of state laws. In 2023, IAB sent the following 14 coalition letters in opposition to:

- Louisiana SB 162 (June 1)
- Delaware HB 154 (June 21)
- Oregon SB619 B (June 21)
- Massachusetts S.184/ H.386 (June 26)
- New Jersey NJ S 332 (June 27)
- Massachusetts Digital Ad Tax Bills (September 12)
- California SB 362 (September 21)
- Massachusetts S227 and H60 (October 18)
- Massachusetts S25 and H83 (October 18)
- Maine LD1977 (October 16)
- Wisconsin AB466 (November 13)
- Wisconsin AB466 (November 29)
- Maine LD1973 (December 18)
- California Draft Regulations on Automated Decision-Making Technology (December 6)

IAB also filed a public comment in response to the Federal Trade Commission’s (FTC) Notice of Proposed Rulemaking (NPRM) to amend the existing Negative Option Rule as well as a public comment in response to the FTC’s NPRM to regulate consumer reviews and testimonials. In July, the U.S. and EU governments announced a long-awaited agreement to solve an international data transfer dispute threatening to disrupt $7.1 trillion of commerce between the major trading blocs. An EU court decision had invalidated an earlier Privacy Shield helping American companies comply with European law. IAB partnered with leading technology associations to urge a quick solution after President Biden issued an executive order strengthening protections for EU citizens’ data. In October, IAB submitted an amicus brief to the U.S. District Court of Western Washington hearing a case against Amazon with implications for the entire digital advertising industry.

Congressional Education Series
During July, September, and October, the IAB Public Policy Team hosted congressional staff over six modules for an inaugural Congressional Education Series. The series helped policymakers understand the mechanics of the digital advertising economy and policy issues facing the industry and establish IAB and its members as a resource as they craft and vote on legislation.

Internet for Growth
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 had 50 meetings with congressional offices, including Senators Kyrsten Sinema and Patty Murray, as well as Representative Susan DelBene, Bill Johnson, and Brittany Pettersen. Coalition members are supporting digital advertising in local and national media, sharing their success stories and concerns online. Internet for Growth also announced a six-person Advisory Council of leading
members from diverse backgrounds to increase outreach and advocacy. The campaign is helping legislators and regulators craft digital advertising policy that protects innovation, jobs, and economic growth across the country.

**Multi-State Privacy Agreement (MSPA) and Toolkit**

The IAB Multi-State Privacy Agreement (MSPA), which launched in December 2022, now has more than 1,250 signatories as of December 2023. To continue this important work for the industry and help advertisers navigate implementing the MSPA, in March IAB published the *Advertiser’s Guide to the MSPA*. IAB also now maintains a Certified Partner Program (CPP) as part of its MSPA compliance framework. Applicants to the CPP that become MSPA Certified Partners are permitted to process MSPA-covered transactions without signing the MSPA. The Networking Advertising Initiative (NAI) became the first assessor authorized to grant the MSPA Certified seal. Additional authorized assessors will join the program in the coming months and when multiple authorized assessors are available, applicants to the program will be able to choose which group will review their application. In December IAB also published the *Multi-State Privacy Compliance Toolkit*, which provides background to the state privacy laws and how to develop an approach to compliance from a legal implementation perspective.

**Legal Privacy Training and Resources**


**IAB State Privacy Law Summit**

With five state privacy laws having come into effect in 2023 and eight new privacy laws coming into effect through 2025, industry participants are navigating an increasingly complex compliance landscape. In November 2023, the 2nd annual IAB State Privacy Law Summit convened privacy lawyers and cross-functional privacy professionals to make sense of that landscape through deep-dive discussions that leveraged demonstratives and data flows to set context and involved town-hall style dialogue.

**Project Crosswalk 2.0: Connected TV Compliance in a New Privacy Law Era**

IAB Project Crosswalk is a working group of the IAB Legal Affairs Council focused on identifying emerging privacy challenges in internet-connected TV (CTV) advertising and developing best practices for addressing those challenges. This cross-functional working group draws on the expertise of both legal and product leaders in CTV and video advertising. This white paper builds on the 2021 Project Crosswalk report by identifying new challenges and best practices posed by the shifting state and federal privacy law landscape, as well as changes in technology and methodology for providing consumers with privacy choices. Project Crosswalk 2.0 covers what makes CTV unique for consumer transparency and choice, how personal information is processed in CTV ads and considerations for state law compliance, how a “blockbuster” era law—the Video Privacy Protection Act (VPPA)—is snarling CTV advertising and what brands, publishers, and advertisers need to know now.
LEARNING & DEVELOPMENT

Professional Development and DEI Advocacy to Accelerate Growth

IAB strives to provide essential industry skills and knowledge for professional development and to advocate for DEI in the workplace across our industry.

Introduction to Retail Media

The exponential rise in media investment across retail media networks means that advertisers can't afford to ignore this new channel when developing their media strategy and planning. IAB introduced a three-hour Introduction to Retail Media course to help members learn how to approach spending on retail media networks. The training also included a panel discussion of leading players in the retail media space.

Essential Training for a New Media Landscape

Professionals need the right skills to succeed as our industry constantly evolves. IAB Learning and Development released several courses to provide essential industry skills including an updated version of the Digital Video 360 course, part of the Digital 360 Suite. The 2023 edition includes updates regarding targeting capability changes and privacy-safe strategies, including the use of data clean rooms within the digital video ecosystem. IAB also released an updated version of the Digital Fundamentals training course with new modules on the implications of third-party cookie deprecation, identity solutions, and new marketing opportunities in gaming, extended reality (XR), blockchain, non-fungible tokens (NFT), and Web 3. A new course, Gaming 360 is an introductory-level course designed for media planners and buyers across agencies and brands and industry professionals looking to understand the expanding gaming ecosystem. The course covers the gaming ecosystem, its impact on marketing strategies, the opportunities and challenges for marketers; understanding gaming audiences, leveraging gaming viewers, esports, and streaming content creators; strategic and creative approaches to engaging gaming audiences, and how to plan, buy, and measure gaming advertising, including programmatically.


Continuing Industry Education

IAB Learning and Development produced four additional industry education opportunities: Podcast Advertising A-Z: An Industry Panel on the Growth and Opportunity in Podcast Advertising (Brand Academy), IAB Day of Learning – Gaming and Immersive Media, Audio Day of Learning and Navigating What’s Next, a late-stage career strategy discussion to help attendees master career pivots and transitions in the difficult and uncertain market.

Talent Development and DEI

As part of the IAB Inclusion Institute and through the sponsored support of Meta, BIPOC Representation in Media (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 DEI leader, hosted the five-part series. IAB is also pleased to continue our partnership with American Apprenticeship Works.

2023 IAB ALM | Leadership Speaks
Creating a More Inclusive Industry
Lisa Sherman, President and Chief Executive Officer, The Ad Council; Lauren Weinberg, Global Head of Marketing and Communications. Square; Michele Fino, Head of Branded Entertainment, Crackle Connex; Christina Pyle, Chief Equity Officer, dentsu

2023 NewFronts and Upfront Programming

Part of the IAB Inclusion Institute’s mission to promote minority-owned media, IAB invited Blavity, iOne, and Cocina to speak at the 2023 IAB NewFronts and the IAB Podcast Upfront to share the impact and importance of minority stories.
RESEARCH & INSIGHTS
Insights and Analysis to Grow Your Business

IAB research guides the digital media and advertising industry by delivering information that our members and partners need to build brands and their business. Key industry research for our members included:

Internet Advertising Revenue Report: Full Year 2022 Results
After record-breaking growth in 2021, internet advertising revenue has slowed but still delivered double-digit growth in 2022 according to the IAB Internet Advertising Revenue Report: Full Year 2022, conducted by PwC. Between 2021 and 2022, internet advertising revenues grew 10.8% year-over-year (YoY) totaling $209.7 billion and overall revenues increased $20.4 billion year-over-year.

Digital Ad Revenue Grew Again in 2022, but Much More Slowly

2024 Outlook Survey: Ad Spend, Opportunities, and Strategies for Growth
This IAB outlook survey provides the digital ad-supported ecosystem with a forward-looking view into the 2024 ad spending marketplace (including both spend levels and strategies) being projected by buy-side ad investment decision-makers, primarily at brands and agencies. The study offers a view into overall and channel-level ad spend, industry challenges and growth strategies, and insights into planning timeframes and ad supply chain sustainability practices.

More Advertisers Are Using Clean Rooms, but Not to Their Full Potential, Research Says

IAB Report Tracks Podcasting’s Evolving Ad Trends, Including Rise of Brand Campaigns

Quantifying and Identifying Trends in the Evolving Advertising Landscape
Other major IAB research efforts in 2023 were collaborations with the IAB Centers of Excellence to quantify the digital advertising landscape, the potential of retail media, in-game advertising, emerging technologies, and the creator economy opportunity.

- IAB State of Data: Data Clean Rooms & the Democratization of Data in the Privacy-Centric Ecosystem | January 2023 (IAB MAD Center)
- Finding Success with In-Game Advertising: Perceptions of Buyers and Sellers | March 2023 (IAB Experience Center)
- 2022 Video Ad Spend & 2023 Outlook | May 2023 (IAB Media Center)
- U.S. Podcast Advertising Revenue Study 2022 | May 2023 (IAB Media Center)
- Retail Media 2023: Operational Strategies for Growth | September 2023 (IAB MAD Center)
- U.S. Podcast Advertising Revenue Study 2023 | October 2023 (IAB Media Center)
- The Creator Economy Opportunity: Where Authenticity Meets Impact | December 2023 (IAB Experience Center)
IAB events are convening platforms for industry thought leadership, marketplaces for publishers, advertisers, marketers, and media buyers, and opportunities to explore new visions for the industry. In 2023, thousands of media executives and digital influencers from around the world attended IAB events and conferences—both live and virtually, as we got back to a full schedule of in-person events.

2023 IAB Annual Leadership Meeting (ALM)
In January, IAB gathered digital pioneers and business leaders in Marco Island, in sunny Florida for executive keynotes, insightful panel discussions, and curated networking experiences. ALM is IAB’s agenda-setting event where the digital industry first debated hot topics like the demise of cookies and identifiers, the rise of programmatic and now AI—and the surprises and opportunities that lie ahead. At IAB ALM 2023, senior leaders addressed challenges around consumer privacy and data use, surveyed the explosion of retail media networks, the evolving Metaverse/Web3, trust and transparency, and a host of new ad-supported opportunities and new digital paths.
IAB Leadership Summits
Throughout 2023, IAB also held a series of leadership summits for our dedicated members, experts, and leaders in the industry. The first invitation-only IAB Measurement Leadership Summit at ALM 2023 had a focus on attention metrics, and IAB also hosted leadership summits throughout the year including the Video Leadership Summit in July in Asbury Park, NJ, the first-ever Gaming and Immersive Media Leadership Summit to supercharge industry growth, and the second annual Audio Innovators Leadership Summit, both in October in New York City.

IAB Measurement Leadership Summit 2023:
Undivided Attention | Media Buying Viewpoint
| Joanne Leong, Senior Vice President, Global Partnerships, densu; Sean Pinkney, Group Director TV Analytics, Omnicom Media Group; Pratush Gupta, Executive Director, Managing Partner and Analytics Services, GroupM Nexus; Nayef Hijazi, Vice President of Product Marketing, DoubleVerify

IAB Video Leadership Summit 2023:
What Brand Leaders Want from Video Buys | Aaron Sobol, Head of Media Investment, US, Unilever; Susan Schiekofer, Chief Digital Investment Officer, GroupM; Pam Zucker, Chief Strategy Officer, IAB

IAB Gaming & Immersive Media Leadership Summit 2023:
Opening Remarks | Zoe Soon, VP, Experience Center, IAB kicks off the inaugural Gaming & Immersive Media Leadership Summit

IAB Audio Innovators Leadership Summit 2023:
Cultivating Brand Engagement: AI-Driven Audio Strategies for Enhanced ROI | Erik Lundberg, Chief Revenue Officer, ArtsAI; Kurt Iam, Co-Founder and Chief Growth Officer, Ad Results Media; Jen Soch, Executive Director, Specialty Channels (Advanced TV, DR, Publishing, Audio and Local Video), GroupM; Hetal Patel, Executive Vice President, Research & Analytics, iHeartMedia

IAB Video Leadership Summit 2023:
Future Trends: The Impact of Generative AI on Programming and Advertising | Adam Buhler, Senior Vice President, Creative Technology, Digitas; Tamara Zubatiy, Co-Founder and CEO, Barometer; Eric John, Former Vice President, Media Center, IAB

IAB Gaming & Immersive Media Leadership Summit 2023:
Report Backs & Closing Remarks | Angelina Eng, VP, Measurement, Addressability & Data Center, IAB; Ameneh Atai, General Manager, Commercial & Strategy, Nielsen
PlayFronts, NewFronts, and Podcast Upfront

In the Spring, we held the second annual IAB PlayFronts, a marketplace dedicated to showcasing the near limitless possibilities of advertising in the multibillion gaming industry. That was followed by the premier IAB NewFronts that hosted a first-ever one-day IAB stage to allow more publishers to participate in NewFronts and foster diversity, in addition to exciting NewFronts events presenting the best in digital video content programming throughout New York City during that week. The IAB Podcast Upfront followed in May for the 8th consecutive year, also gathering marketers and media buyers to meet with content providers and talents in one place.

IAB PlayFronts 2023: Who is A Gamer? Unlocking the Gaming Audience | Zoe Soon, VP, Experience Center, IAB; Nicolas Comestaz, VP, GlobalMedia, Communication and Performance, Coty; Paul Mascoli, Head of Esports and Gaming, Sports Marketing, PepsiCo; Beth Woodruff, Senior Director, Brand Strategy, Integrities, Gaming and Innovation, Ally; Lauryn McDonough, Senior Marketing Director, Mondelēz International

IAB PlayFronts 2023: Real World Games, Real-World Insights | Erin Schaefer, Vice President, Sales and Operations, Niantic; Glenn Chin, Senior Director, NBA All-World; Phil Hong, Senior Director, Games Production, Niantic; Ryan Griffin, Head of Brand Partnerships, Niantic

IAB PlayFronts 2023: Creating the Future of Media | Maria Newman, Executive Vice President, Sales, Raptive; DJ Jazzy Jeff, GRAMMY-Award Award-Winning Artist; Sarah Leung, The Woks of Life; Kaitlin Leung, The Woks of Life; Harry Connick Jr, Multi-GRAMMY Award-Winning Artist

IAB NewFronts 2023: The Hispanic Digital Opportunity: Estrella Media’s Solution | Rene Santaella, Chief Digital and Streaming Officer, Estrella Media, Inc; Jacqueline Hernandez, CEO & Co-Founder, New Majority Ready; Steve Mandala, Chief Revenue and Local Media Officer, Estrella Media, Inc; Emilio Aliaga, Chief Digital Officer, TV Azteca

IAB NewFronts 2023: How to Build an Engaging Roblox Concert Experience and Deliver Value for Brands | Erika Wheless, Technology Reporter, Ad Age; Jillian Rothman, Vice President, New Business & Ventures, Warner Music Group; Ricardo Briceno, Chief Business Officer, Gamefam

IAB NewFronts 2023: Creating the Future of Media | Maria Newman, Executive Vice President, Sales, Raptive; DJ Jazzy Jeff, GRAMMY-Award Award-Winning Artist; Sarah Leung, The Woks of Life; Kaitlin Leung, The Woks of Life; Harry Connick Jr, Multi-GRAMMY Award-Winning Artist

IAB NewFronts 2023: Winning the Attention Economy Through Trust and Loyalty | Tara Maitra, Chief Commercial Officer, Global Distribution, BBC; Sara Guaglione, Senior Media Reporter, Digiday

IAB NewFronts 2023: Welcome to Revry... Where Pride Don’t Stop! | Damian Pelliccione, Co-founder, CEO, Revry

IAB NewFronts 2023: David Cohen, CEO, IAB

IAB Podcast Upfront 2023: Sony Music’s Global Podcast Division: Where Podcasters are Artists | Jesse Tyler Ferguson, Actor, Author, Producer, Host; Heather McDonald, Host, Juicy Scoop with Heather McDonald

IAB Podcast Upfront: Podcasts. Made Better | Kelly Ripa, Host, Let’s Talk Off Camera, Stitcher

IAB Podcast Upfront: Podcasts. Made Better | Conan O’Brien, Host, Conan Needs a Friend, Team Coco; Lizzie Widhelm, Senior Vice President, B2B Marketing and Ad Innovation, SXM Media

IAB Podcast Upfront 2023 Attendees
2023 IAB Public Policy & Legal Summit and the IAB State Privacy Law Summit

In April, the 2023 IAB Public Policy & Legal Summit convened digital leaders, legal and privacy experts, and law makers and regulators in Washington D.C. to discuss how organizations can build a sustainable and consumer-centric media and marketing ecosystem. And in November, the annual IAB State Privacy Law Summit convened privacy lawyers and cross-functional privacy professionals in New York City to help navigate an increasingly complex compliance landscape.

2023 IAB Connected Commerce Summit: Retail Reimagined

Following an IAB Road to Connected Commerce, in September, the first-ever 2023 IAB Connected Commerce Summit: Retail Reimagined was a resounding success, bringing together both the buy and sell sides to navigate the complexities of retail media. It's the only event of its kind dedicated to building collaboration on standardization efforts and the future of retail media networks and connected commerce.

IAB Connected Commerce Summit: Retail Reimagined 2023: Will Attribution Make or Break Retail Media? | Alicia Esposito, Vice President of Content, Retail Touch Points; Raquel Navarrski, Customer Vice President, eCommerce Pure Play, General Mills; Katie Neil, Head of Connected Commerce Marketing and Investments, The Coca-Cola Company; Cara Pratt, Senior Vice President, Kroger Precision Marketing
IAB Tech Lab focuses on solutions and standards for brand safety and ad fraud; addressability and privacy-enhancing technologies; identity, data, and consumer privacy; ad experiences and measurement; supply chain and programmatic effectiveness. Comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies, the IAB Tech Lab’s work includes the OpenRTB real-time bidding protocol, ads.txt anti-fraud specification, Open Measurement SDK for viewability and verification, VAST video specification, and Project Rearc for identity addressability, data accountability and consumer privacy. Key IAB Tech Lab accomplishments in 2023 include:

What Is the Global Privacy Platform (GPP) API v1.1?

Forging a Global Privacy Platform

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 Content Management Platform (CMP). The latest version, GPP 1.1, released in June 2023, incorporates key updates to streamline the use of and to promote interoperability for accessing privacy signals that support different regulations.

IAB Tech Lab announced the launch of the Accountability Platform, a technical audit framework designed to help businesses deliver greater transparency in using personal data for addressability. The Accountability Platform is designed to standardize privacy compliance reporting, support supply chain transparency and integrity, and empower the industry with consistent data structures and reporting mechanisms for effective consumer privacy audits.

IAB Tech Lab has made a version 1 specification available for public comment to help online platforms comply with the Digital Services Act (DSA) which goes into effect on February 17, 2024. The DSA is a regulation that pertains to online intermediaries and platforms and is applicable across the whole European Union. The primary goal of the DSA is to enhance the trust of both individual consumers and business users when utilizing online platforms. This extends to the products, services, and advertisements they encounter on these platforms. Specifically, the DSA establishes transparency requirements related to advertising.

Promoting Addressability and Privacy-Enhancing Technologies (PETs)

As the industry races to identify addressability alternatives, the IAB Tech Lab released the final versions of the Data Clean Room (DCR) based 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.

From New York in February to San Francisco in October and London in November, the IAB Tech Lab hosted a Rearc: Build for Privacy Series. The Build event series brought 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 IAB Tech Lab’s compliance and audit frameworks.

IAB Tech Lab Blesses Its First Set of Data Clean Room Specs

Driving Effective Audience Management in a post Cookie World | Shailley Singh, EVP, Product and COO, IAB Tech Lab; Lauren Kaufman, Sr. Product Manager, PETs, Habu; Keith Kilpatrick, VP Product Management, Data and AI/ML, InMobi; Benjamin Dick, Global Lead Collaboration & Interoperability, AWS

Fighting Fraud in CTV | David Goddard, VP, Business Development, DoubleVerify; Chloe Nicholls, Head of Ad Tech, IAB UK

WTF is IAB Tech Lab’s Open Private Join and Activation?

DIGIDAY

ANNUAL REPORT 2023
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 ID 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 and better understand the scope and scale of ID solutions and the technology, so that they can evaluate different ID solution partners.

Meanwhile, differential privacy has emerged as the preferred privacy-enhancing technology to share and analyze data, specifically measurement and attribution. The Differential Privacy Guide 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.

To support growing connected TV streaming business, IAB Tech Lab added three new CTV app stores ads.txt data in the Tools Portal—Samsung, Vizio, and LG—increasing supply chain transparency in CTV inventory. While some of these app stores are still working toward compliance with the app-ads.txt specification, we have begun crawling these stores for app-ads.txt files when supported.

IAB Tech Lab led the Advanced TV: Binge Series in San Francisco in March and in New York City in December and the Video Everywhere: Binge Series in London in April.

Supporting the Supply Chain Foundations and Emerging Challenges

The IAB Tech Lab’s OpenRTB (real-time bidding) specification development has been moved to GitHub and incorporated a continuous release process. The Tech Lab also 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.

IAB Tech Lab also released version 2.0 of the 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. And the ad product taxonomy was moved to GitHub for easier ongoing maintenance.

The Tech Lab also created the IAB AI Subcommittee to address the transformative impact of AI on the digital media landscape and to explore the rapidly evolving intersection of AI technologies with the world of digital media.
IAB Tech Lab’s Green Initiative

Scope3’s State of Sustainable Advertising Report, found that programmatic advertising generates 215,000 mt of CO2e every month across five major economies (U.S., UK, DE, FR, AU). That’s equivalent to the impact from 24M gallons of gasoline consumed. There is a growing industry consensus around the need to have a singular, holistic, Greenhouse Gas Protocols informed standard for measuring carbon activities. Work is ongoing within global trade associations Ad Net Zero and the World Federation of Advertisers (WFA) Global Alliance for Responsible Media (GARM) to design this standard. In a continuous effort to assist the advertising industry in reducing carbon emissions, IAB Tech Lab released The Sustainability Playbook: Starter Guide for a Sustainable Programmatic Marketplace in June 2023 to lay out an approach to more sustainable media and actionable best practices for participants in the programmatic advertising supply chain to begin the urgent journey to net-zero emissions.

Made for Advertising sites (MFAs) have gained significant attention following the recent ANA study that focused on themes like carbon emissions, supply chain transparency, and brand education about programmatic inventory. MFAs are a concern because they are designed specifically to win programmatic scale and churn out profits while delivering poor consumer experiences, lacking unique, professional, and high-quality content. IAB Tech Lab published guidance on how to use signals in the OpenRTB protocol to assess if a site is made for advertising.

IAB Tech Lab Summit 2023 and Other Tech Lab Events

The premiere industry event bringing together the product development community in the ad industry to address privacy, identity, addressability, measurement, advanced TV and the advertising supply chain, the IAB Tech Lab Summit 2023: Impact in June was hugely successful and well attended. In addition, IAB Tech Lab hosted several events throughout the year, including the Advanced TV: Binge Series, the Rearc: Build for Privacy Series and the Privacy Tech Workshop for Lawyers and Cross-functional Privacy Teams in June, October, and December.

What is IAB Tech Lab’s ‘Green Initiative’?

IAB Tech Lab Summit 2023: Impact | The Importance of Quality Content on CTV | Maria Weaver, President, WMX at Warner Music Group; Anthony Katsur, CEO, IAB Tech Lab
The IAB Global Network is a collaborative community of 45 IAB organizations from around the world, committed to advancing the digital advertising industry through sharing challenges, developing global solutions, and promoting best practices. With members across North America, South America, Africa, Asia, Asia Pacific, and Europe, the network offers a global perspective on the latest trends, technologies, and opportunities in digital advertising.

In June, IAB and IAB Tech Lab joined peers as thought leaders in the media and advertising community during the Cannes Lions International Festival of Creativity 2023. IAB executives moderated conversations and spoke on panels about brand purpose, the cookieless future, streaming advertising, measurement and identity, generative AI, addressable CTV, global standards and more. As part of the #AdNetZero initiative, IAB also released a video featuring member companies’ sustainability efforts and encouraging the industry to forge a path towards sustainability, which was shown in the Act Responsible Hall at Cannes.

Forging a Path Towards Sustainability

Cannes 2023, Act Responsible Hall: Ad Net Zero | Carryl Pierre-Drews, EVP and CMO, IAB

Cannes 2023 | Amazon Ads Leadership Breakfast: Carryl Pierre-Drews, EVP and CMO, IAB

Cannes 2023, Microsoft Beach | Generative AI Panel: Transforming Advertising | David Cohen, CEO, IAB

Cannes 2023 | Google Beach: Google’s Privacy Sandbox | Anthony Katsur, CEO, IAB Tech Lab

Cannes 2023 | MediaLink Beach: Accelerating Brands Through Data-Driven Creativity | Sheryl Goldstein, EVP and Chief Industry Growth Officer, IAB

Cannes 2023, Act Responsible Hall: Ad Net Zero | Carryl Pierre-Drews, EVP and CMO, IAB
In November, executive leaders from across the IAB Global Network gathered in New York City to reconnect, share challenges, and reinforce the IAB’s international community’s collaborative relationship. The 2023 IAB Global Summit in Dublin, Ireland included productive discussions focused on ways the IAB Global Network can work together to support the growth of the digital ecosystem around the world.

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.

2023 IAB Global Summit in Dublin, Ireland – with representatives from IAB, IAB Europe, IAB Ireland, IAB Tech Lab, IAB Australia, IAB Brasil, IAB Canada, IAB France (Alliance Digitale), IAB South Africa, VIA Nederland, IAB MENA, IAB México, IAB Peru, IAB Poland, IAB Spain, and IAB UK

*IAB Global Network + Sustainability*
IAB is 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 access to join the inner workings of the IAB—including voting 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**

- 16 Handles
- 3 Day Blinds
- 33Across
- 32 Brands
- 65Sense
- A+E Networks
- A360Media
- Aarki
- AARP
- Acxiom
- Activision Blizzard Media
- Acquanegra
- Admiral Adblock Publisher Solutions
- Adform
- AdGear
- Adkernel
- AdLarge Media
- AdLoox
- AdMedia
- Admiral AdNetworks
- AdRoll
- AdSentry
- AdTheorem
- ADvendio America Corp.
- Aer Lingus Limited
- Affinity Solutions
- AFIK
- Albertsons Media Collective
- Allen Media Digital, LLC
- Alliant
- Allstar Innovations
- Ally Financial
- ALOHA
- Alpha Precision Media
- Altice USA
- Amagi
- Amazon Ads
- AMC Networks
- AmeriBaseDigital Powered by Lighthouse Company
- Amperity
- Ampersand
- AnalyticsIQ
- Anomatie
- Anchor Trading
- Andie Swim
- Anheuser Busch InBev
- Anview
- Anteriad
- Anyclip
- Anzu
- Apacer
- ArtsAI
- Artsy
- AssemblyAI
- AstraZeneca
- Athletic Greens
- Attain
- Audacy
- Audigent
- Audioboom
- Audiodm Ltd
- AutoZone
- AVON PRODUCTS
- Azerion US
- Babbel Inc.
- Backtracks
- Bank of America
- Barometer
- Barstool Sports
- Basis
- Bauer
- Bausch + Lomb
- Bayer
- Bayer US LLC
- BBC Studios America
- BD (Becton, Dickinson and Co.)
- Beachfront
- Beau Ties
- Belbi
- Bespoke Post
- Best Buy
- Bharg Inc
- Bidmind
- Bidstack
- BidBlue
- Bimbo Bakeries
- BlackRock
- Blaby
- Blis
- BlottoBoard
- Blockgraph
- Bloomist
- Boltive
- Bonafide
- Brandless
- Bridg
- Broadbags
- Brookdale Senior Living
- Brookline
- Brooklyn Bedding LLC
- Brooklyn Roasting Company
- Burlington Stores
- BuzzFeed
- Cadent
- Canela Media
- Canvas Worldwide
- Capital One
- CarGurus
- Caskata
- Celpa
- Centillion
- Chairish
- Chandani
- Cheddar
- Chipotle
- Citigroup
- City National Bank
- Claritas
- Clinch
- Clipcentric
- Clue
- CMX
- CNN Media Group
- Colgate-Palmolive
- Colon
- Common Sense Networks
- Commonwealth Joe Coffee Roasters
- Comscore
- Condé Nast
- Conflant
- Connatix
- Consolidated Edison Company of New York, Inc.
- Cooler Screens
- COTY
- Cox Enterprises
- Cog
- CoAd
- Criteo
- Crossmedia
- Cuebiq
- DailyMotion
- DannAd
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- DAX U.S.
- Decide
- DeepAR.ai
- DeepIntent
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- Dentus Holdings USA
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- DeviceAtlas
- dGNA
- DIG Labs
- Digo Hispanic Media
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- DISH
- Disney Advertising Sales
- DISQO
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- Doceree
- Doing Things
- Dormify
- Dottodash Meredith
- DoubleVerify
- Drizly LLC
- Distillery
- Duration
- Dynatrace
- E. & J. Gallo Winery
- Eargo
- eBay
- Efectv
- Emodo
- Enthusiast
- Epsilon
- Equivocate
- Estrella Media
- Everygreen Trading
- Eversana Intouch Media
- Evion
- EX.CO
- Expedia Media Solutions
- Experian Marketing Services
- Extreme Reach
- eyo GmbH
- Eyelot
- fastiae
- Fanatics
- Fandom
- FanDuel Inc
- Farnish
- Fetch
- Firework
- Flipboard
- Flywheel Sports
- Forbes Media
- FOX
- Framework
- Fred Segal
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- Fubo
- fullthrottle.ai
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- Future Today
- Flyfo
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- Gameshark
- GeostM
- General Mills
- General Motors Company
- Genius
- GeoEdge
- Gerber Life Insurance
- GlassView
- Globet
- Goldman Sachs & Co LLC
- Goodway Group
- Google LLC
- Gray Line Worldwide
- GRESSO
- GumGum
- H Code Media
- Haerfest
- Harmel Media
- Harper College
- Hartsfield-Jackson Atlanta International Airport
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- Havas Media Group USA, LLC
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- Helix Sleep
- Hiscox
- Hometel
- HoBo
- Horizon Media
- HP
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- HUMAN
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- ihreMedia
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- Inf collision
- Infolinks
- InfoSum
- InfoSum Media Ltd
- Inner Intelligence
- InMarket
- InMobi
- Infinity
- Innovad
- INNOVA
- Insider Intelligence
- Instacart
- Integral Ad Science
- Intell
- Intent IQ
- Interactive Offers
- Intuit Inc.
- INVIDI Technologies
- IPG Mediabrands
- IRIS.TV
- iSpot.tv
- iubenda
- Jackpocket
- Jaguar Land Rover North America
- Jivox
- John Deere (Deere & Company)
- Johnson & Johnson
- JP Morgan Chase
- Juliana Rae
- Jun Group
- JUST WATER
- JW Player
- Kabbage
- Kargo
- Kellogg Company
- Kellogg’s KERV Interactive
- Kevel
- Kiddo & Co.
- Kimberly-Clark
- Kiley Heineken
- Kikker
- Kobo
- Kopari Beauty
- Kroger 84.51
- L’Oreal
- Laser-Skincare
- LATV
- Leaf Group
- Leatherman Tool Group
- LendingTree
- LG Ads
- Libsyn
- Lightbox
- LinkedIn Corporation
- Liveintent
- LIVELY
- Livestar, Inc.
- Loeffler Randall
- Loop Media Inc.
- Locate Solutions, Inc.
- Lowe’s

**ASSOCIATE MEMBERS**

- Alliance for Audited Media
- Analytic Partners
- Archer Advisors
- Baker & Hostler LLP
- Coalition for Innovative Media Measurement (CIMM)
- Davis+Gilbert
- Dun & Bradstreet
- Ebiquity
- Ethyca Inc.
- Frankfurt Kurnt Klein & Seitz
- FTV Consulting
- Ipsos
- Kelley Drye & Warren LLP
- Ketch
- KPMG LLP
- Law Offices of Susan Israel LLC
- Local Media Consortium
- Loeb & Loeb
- Lowenstein Sandler LLP
- Mayer Brown McKinsey & Company
- MediaLink
- MRM
- Simmons

**STARTUP MEMBERS**

- AccessMore
- Added.tv
- Adelaide
- Adverize
- ArcTan
- AudienceRun
- Cadem Inc.
- Carbonatix
- CatapultX
- Cedara Inc.
- Channel99 Inc.
- Crimtan
- Digiphy
- Dispatch
- Escalated.io
- Ketch
- LivAD Medya Teknoloji
- A.S.
- lockr
- Lumens Research
- Motom
- NeoLaw LLC
- NoBi
- Nomolog
- Odeo
- Opaque
- Pearl TV
- Preco
- Rembrand
- Revry
- SafeGuard Privacy
- Scull
- Spill
- Spotter
- TVision
- tvScientific
- userwerk
- VideoStorm
- WeAre8
- WeAre9
### GENERAL MEMBERS

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### IAB & IAB TECH LAB MEMBERS

### IAB TECH LAB MEMBERS

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

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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
  - Attention Task Force
  - IAB Terms & Conditions Task Force
- Advanced TV Committee
- Audio Committee
  - Podcasting Buyer-Seller Checklist Working Group
- Creator Economy Committee
- Digital Video Committee
- Games Committee
- Retail Media Network Committee

**COUNCILS**

- Agency Leadership Council
- B2B Marketing Council
- Brand Council
- 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/
In a year of unprecedented change, IAB and IAB Tech Lab combined proved extraordinarily resilient. According to unaudited financials, the year 2023 finished with $2.630 million in net income.

IAB Membership revenue is projected to be $18.5 million for 2023, versus $17.9 million in 2022, only 2% down ($366,000) from the 2023 budget. One of our biggest members, X (formally known as Twitter), did not renew. Other organizations were lost to attrition due to consolidation or reductions in their budgets. However, IAB was able to make up some of these losses with 100+ new members, several of them in the retail media segment.

IAB Events were up 1% or $95,000 from the original budget with $8.2 million in revenue. The softer-than-expected revenue from the 2023 IAB Annual Leadership Meeting and 2023 IAB PlayFronts events was made up by strong demand for the IAB NewFronts, the IAB Public Policy and Legal Summit, and the addition of the IAB Connected Commerce Summit: Retail Reimagined in September, which was not originally on the roadmap for 2023.

Revenue was lower than planned in all IAB Centers of Excellence versus 2023 budget and 2022 actuals as demand for board seats waned in favor of membership. IAB

### FINANCIAL KEY INDICATORS FOR 2023

<table>
<thead>
<tr>
<th>Revenue Category</th>
<th>2023 Projected</th>
<th>2023 Budget</th>
<th>$ Var</th>
<th>% Var</th>
<th>2022 Actuals</th>
<th>% Var</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$18,583,743</td>
<td>$18,950,000</td>
<td>$(366,257)</td>
<td>-2%</td>
<td>$17,962,682</td>
<td>3%</td>
</tr>
<tr>
<td>Events</td>
<td>$8,200,717</td>
<td>$8,105,000</td>
<td>$95,717</td>
<td>1%</td>
<td>$5,874,025</td>
<td>40%</td>
</tr>
<tr>
<td>Experience Center</td>
<td>$819,000</td>
<td>$977,085</td>
<td>$(158,085)</td>
<td>-16%</td>
<td>$867,835</td>
<td>-6%</td>
</tr>
<tr>
<td>Media Center</td>
<td>$1,460,000</td>
<td>$1,770,000</td>
<td>$(310,000)</td>
<td>-18%</td>
<td>$1,705,000</td>
<td>-14%</td>
</tr>
<tr>
<td>Measurement, Addressability, &amp; Data Center</td>
<td>$565,000</td>
<td>$845,000</td>
<td>$(280,000)</td>
<td>-33%</td>
<td>$627,500</td>
<td>-10%</td>
</tr>
<tr>
<td>Learning &amp; Development</td>
<td>$957,394</td>
<td>$1,166,340</td>
<td>$(208,946)</td>
<td>-18%</td>
<td>$1,198,190</td>
<td>-20%</td>
</tr>
<tr>
<td>*Tech Lab</td>
<td>$8,430,985</td>
<td>$7,486,000</td>
<td>$944,985</td>
<td>13%</td>
<td>$8,522,302</td>
<td>-1%</td>
</tr>
<tr>
<td>Other</td>
<td>$2,368,137</td>
<td>$755,500</td>
<td>$1,612,637</td>
<td>213%</td>
<td>$3,009,914</td>
<td>-21%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$41,384,975</strong></td>
<td><strong>$40,054,925</strong></td>
<td><strong>$1,330,050</strong></td>
<td><strong>3%</strong></td>
<td><strong>$39,767,447</strong></td>
<td><strong>4%</strong></td>
</tr>
</tbody>
</table>

| Cost of Goods Sold                      | $7,123,621     | $8,194,734  | $(1,071,114) | -13%  | $5,194,517   | 37%   |
| Gross Profit                            | **$34,261,354**| **$31,860,191**| **$2,401,163** | **8%** | **$34,572,930** | **-1%** |
| Expenses                                | $31,631,337    | $32,553,783 | $(922,446)  | -3%   | $32,632,880  | -3%   |
| **Net Income**                          | **$2,630,017**| **$(693,592)**| **$3,323,609** | **479%** | **$1,940,050** | **36%** |

* Excluding IAB revenue share | ** Projections based on unaudited 2022 financials | Includes IAB & Tech Lab
Learning and Development finished 18% ($208,000) below expected targets due to some of our members pushing their enterprise training programs to 2024.

IAB Tech Lab revenue significantly outperformed the 2023 budget on almost all revenue streams coming in at $8.4 million. Event revenues came in approximately $120,000 over budget, and the Advanced TV initiative and Commit Group revenue was $200,000 higher than expected. Direct international membership to IAB Tech Lab was much stronger than budgeted as well, up $230,000, as Tech Lab enhanced its presence in both Europe and the Asia Pacific. Finally, the Tech Lab product and compliance programs had a watershed year yielding approximately $300,000 in revenue.

Additional ongoing revenue streams for IAB in 2023 included initiatives such as sponsored research, international licensing fees, and other fundraising programs. IAB invested revenue towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media. The second year of the Internet for Growth campaign, a donation-funded program intended to educate Washington, D.C. and local politicians on the benefits of an ad-supported internet, continues to be successful and effective.

The cost of goods and services (COGS) for IAB and IAB Tech Lab combined finished the year at $7.1 million which was $1.1 million less than budgeted. Savings for IAB were largely due to the Annual Leadership Meeting where costs were cut to balance the underdelivery in revenue and Learning and Development where the outsourced cost of training and curriculum development was reduced due to enterprise deals being postponed to 2024. IAB Tech Lab also managed event costs efficiently, coming in $266,000 under budget.

From an expense perspective, IAB showed savings across the board over the course of the year driven by open headcount, a management decision not to update our website this year, and savings on travel costs and professional fees. IAB Tech Lab cost savings resulted from new hires joining later than budgeted and reduced professional services. Additionally, the Tech Lab maintained a robust legal fund for outside counsel for the ongoing litigation regarding the RTB protocol in Europe. External legal costs came in significantly under budget as the case has been slow to progress (Tech Lab expects to be dismissed from the case in early 2024).

IAB funneled savings throughout the year to our employee bonus pool, finishing the year with 100% funding (versus the 25% planned) in the 2023 budget.
IAB NEW CORE VALUES

Establishing IAB Core Values

**bcourageous**
- **Leading**: Take initiative, inspire others, and demonstrate leadership qualities
- **Driving**: Be proactive, self-motivated, and push yourself to achieve exceptional results
- **Taking Risk**: Embrace challenges, step out of your comfort zone, and be unafraid to take calculated risks
- **Unafraid to Go Against the Odds**: Display resilience, determination, and a willingness to challenge conventional norms

**bcurious**
- **Questioning the Status Quo**: Actively challenge existing processes, seek new perspectives, and explore innovative ideas
- **Generating New Ideas**: Be creative, imaginative, and consistently bring fresh insights and concepts to the table
- **Problem Solving**: Demonstrate exceptional problem solving skills, analyze situations critically, and propose effective solutions

**bcollaborative**
- **Collective Achievements**: Foster a team-oriented environment, actively collaborate with others, and contribute to collective success
- **Proactively seek opportunities to collaborate**: across departments and functions, recognizing that diverse skills and perspectives lead to better outcomes
- **Promote teamwork**: by building positive relationships, supporting and empowering teammates
- **Winning Together**: Prioritize team work, consistently meet deadlines, and proactively seek opportunities to collaborate across departments leading to shared accomplishments

**bcommitted**
- **Accountable**: Take ownership of your responsibilities, meet deadlines consistently, and deliver high quality work
- **Yes Minded**: Have a “Yes And” mindset, be open to feedback, and willingly adapt to change
- **Dedicated to Getting the Job Done**: Demonstrate perseverance, a strong work ethic, and a commitment to achieving goals
- **Passionate**: Show enthusiasm, love your work, and have a deep sense of dedication

“We Work (And Play) by Our Values”
Who We Are

**Interactive Advertising Bureau**

116 East 27th Street, 6th Floor
New York, NY 10016

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, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation 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 policy office in Washington, D.C., the trade association advocates 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.

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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.
IAB. 2024 EVENTS

JANUARY 28-30
IAB ANNUAL LEADERSHIP MEETING
Marco Island, FL

MARCH 14
IAB MEASUREMENT LEADERSHIP SUMMIT
New York, NY

MARCH 26-27
IAB PLAYFRONTS
New York, NY

APRIL 2
IAB PUBLIC POLICY & LEGAL SUMMIT
Washington, DC

APRIL 29-MAY 2
IAB NEWFRONTS
New York, NY

MAY 9
IAB PODCAST UPFRONT
New York, NY

JUNE 11-12
IAB TECH LAB SUMMIT
New York, NY

JULY 15-16
IAB VIDEO LEADERSHIP SUMMIT
Asbury Park, NJ

SEPTEMBER 17-18
IAB CONNECTED COMMERCE SUMMIT
New York, NY

SEPTEMBER 22
PRIVACY COMPLIANCE SALON
Los Angeles, CA

OCTOBER 9
IAB AUDIO INNOVATORS LEADERSHIP SUMMIT
New York, NY

OCTOBER 16
IAB GAMING & IMMERSIVE LEADERSHIP SUMMIT
New York, NY

NOVEMBER
IAB ON THE HILL
Washington, DC

NOVEMBER
IAB STATE PRIVACY LAW SUMMIT
New York, NY

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