

ANNUAL REPORT

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The Past, The Future, And How We'll Get There From Here



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"The only thing we know about the future is that it will be different."
- Peter Drucker
.....

It's hard to believe, but IAB celebrates its 30th Anniversary in 2026. I believe the usual custom is to take a victory lap, recount tales of the glorious victories of decades past, and opine about how indispensable we've been to creating the industry as it is today.

I won't be doing that. When I look back, our biggest successes were when we were the most focused on helping our members make the most of the opportunity of the moment, mitigating risks, and keeping an eye on the future.

That's exactly what we spent 2025 doing.

In addition to obvious priority areas including AI, streaming, and measurement, we gave significant focus to commerce media. While commerce media remains the fastest-growing digital advertising channel, we saw its growth rate slow significantly. To reinvigorate growth, we've been working on stronger performance validation, greater accessibility for mid-market advertisers, smarter cross-channel integrations with CTV, social, and search for a seamless consumer journey, and AI-driven shopping experiences. All of this led to the launch of the Commerce Center of Excellence in 2026.

We released the IAB 2025 Creator Economy Ad Spend & Strategy Report, the first comprehensive market sizing of this sector, combining market data with a survey of over 450 brand and agency buyers and seven in-depth expert interviews.

In gaming, IAB hosted the fourth annual IAB PlayFronts, the industry's flagship marketplace for gaming and esports advertising, offering brands a direct view into emerging opportunities. IAB also released the Gaming Measurement Framework to bring consistency and confidence to gaming ad campaigns.

As we know, no conversation about the future can ignore AI. In 2025, we launched the AI in Advertising Committee, bringing together over 300 leaders across the ecosystem to examine critical issues like AI-powered decisioning in programmatic, predictive modeling for performance, automated operations, cross-platform measurement, creative generation, and human-machine collaboration. We're also addressing the legal, policy, and transparency implications of accelerated adoption.

The formula for failure is to splinter off into a million directions. The formula for failure is to assume we know the answer before we have done testing at scale. The formula for failure is to assume everything we have built up until this point needs to be scrapped. We do not need to recreate the wheel, we need to understand the business and use cases that matter, build new protocols and schemas if necessary, and bring our scaled standards and solutions into the agentic age.

The challenge for all of us is to leap to embrace change without getting knocked off our feet by it.

That is the hard work we need to do, and we must do it together. We want your pushing and perspective and participation. Get involved and help make our work sharper than it would be without you.

I leave you with the immortal words of Bette Davis as Margo Channing in All About Eve: "Fasten your seatbelt. It's going to be a bumpy night."

With gratitude,

David Cohen
Chief Executive Officer, IAB

Inspiring a Thriving, Evolving Digital Media Ecosystem



O ur industry is being rewired in real time by AI.

AI now runs through every part of the advertising value chain—creative, targeting, measurement, optimization, and how brands show up for consumers. It has fundamentally reshaped the landscape.

Amid this disruption, the interactive industry has emerged as one of AI's biggest beneficiaries. Digital advertising and the broader interactive ecosystem remain dynamic and resilient, expanding rapidly at roughly 15% year over year and powering growth across the media and marketing economy.

This is the role of IAB: helping the industry harness disruption to build a responsible and prosperous future.

In 2025, IAB did what we've done for more than 30 years—focused on the foundational elements that make a healthy, thriving digital ecosystem possible. Today,

that means a renewed emphasis on emerging tools and technologies (especially AI), privacy and addressability, the evolution of streaming, measurement and attribution, and the overall health of the ecosystem.

Madison Avenue Is Starting to Love A.I.

The New York Times

Accelerating Growth with Emerging Tools, Technology, and Creative

It's a clear pattern: new technology, media, tools, and creative emerge in a niche or experimental form. They quickly gain early adopters. Within 5–10 years they become mainstream.

The interactive ecosystem has continually evolved around these shifts, which is why IAB emphasizes emerging ecosystems like AI, creators, commerce and



2025 IAB ALM | Edward Norton on AI and the Future of Marketing | Edward Norton, Filmmaker, Founder, and Philanthropist



2025 IAB ALM | The AI Revolution: How AI Will Transform Marketing – and the Role of Marketing and Business Leaders | Rishad Tobaccowala, Author and Advisor, Rishad Tobaccowala LLC

gaming. AI, for example, is poised to redefine content creation, and hyper-personalization at scale. To prepare the industry for this new AI reality, IAB launched a strategic initiative around AI and an **AI Board of Directors**, charged with accelerating responsible AI adoption, establishing shared standards, and helping companies harness AI to drive growth, improve effectiveness, and elevate the consumer experience.

IAB also formed the **AI in Advertising Committee** to explore how AI is reshaping media, marketing, and measurement. Throughout the year, IAB produced a suite of practical resources, including the [Generative AI Playbook for Advertising](#), the [AI Governance and Risk Playbook](#), and the [AI Personalization Playbook](#), designed to equip members with actionable guidance. These were paired with hands-on webinars and workshops that helped practitioners build real-world AI skills. IAB further expanded its tools with the [AI in Advertising Use Case Map](#), offering a clear view of how AI is being deployed across the marketing and media value chain. Many more resources are planned for 2026 as adoption accelerates.

The Creator Economy is also a powerful engine of growth. U.S. marketing and advertising spend in the Creator Economy is projected to reach \$37 billion in 2025, an extraordinary 26% year-over-year increase.

The [IAB 2025 Creator Economy Ad Spend & Strategy Report](#) delivers the first comprehensive market sizing of this sector, combining market data with a survey of over 450 brand and agency buyers and seven in-depth expert interviews. The report provides members with actionable insights into how creator marketing is planned, bought, and measured. IAB expanded this work with the [Creator Economy Creative Showcase](#), spotlighting standout brand case studies, and with the [Creator Economy Definitions and Taxonomy](#), giving the industry a shared lexicon to support sustainable growth.



AI Takes Center Stage For 2025 As IAB Convenes Ad Business Leaders



2025 IAB ALM | Remarks from Incoming IAB Chair | Shenae Reed, Global Chief Media Officer, General Motors



IAB Data: Creator Media Declared A Must-Buy As Paid Spend Hits \$37B



2025 IAB PlayFronts | The Evolution of Gaming Creators on YouTube | **Unju Saffer**, Vice President, East Coast Sales, Bent Pixels; **Louis Timchak III**, Vice President, West Coast Sales, Bent Pixels

Gaming is another strategically important frontier. No longer just entertainment, gaming has become a cultural and social hub with mainstream reach and deeply engaged audiences. This year, IAB hosted the fourth annual [IAB PlayFronts](#), the industry's flagship marketplace for gaming and esports advertising, offering brands a direct view into emerging opportunities. IAB also released the [Gaming Measurement Framework](#) to bring consistency and confidence to gaming ad campaigns, along with

the [Gaming Ad Formats Showcase](#) featuring proven, high-performing creative examples.

Commerce media represents the next major evolution at the intersection of media, data, and transaction. As retail, CTV, and in-store environments become increasingly

addressable, marketers are seeking clarity, comparability, and proof of impact. In response, IAB convened leaders across the ecosystem at the third annual [IAB Connected Commerce Summit](#) to explore what is driving the next wave of growth. This work was reinforced by a comprehensive set of new guidelines in this area as well, including [Defining Commerce Media and Its Ecosystem](#), [Demystifying Incrementality in Commerce Media](#), and the [Guidelines for Incremental Measurement in Commerce Media](#). Together, these resources help marketers verify that their commerce media investments are delivering meaningful, incremental business outcomes, and provide the foundation needed to scale this fast-growing channel.

These initiatives reflect a commitment from IAB to help the industry innovate. As emerging technologies and consumer behaviors reshape the media landscape, IAB is building the standards, insights, and tools that enable marketers to move faster, invest smarter, and unlock the next wave of digital growth.



Gaming's ad dilemma



2025 Connected Commerce Summit: Retail Reimagined | The Great Debate: Incrementality. Are We Ready for It? | **Abhi Jain**, Senior Director, Media Analytics, Instacart; **Dr. Kimberly Sugden**, Head of Retail Media & eComm Marketing, PepsiCo Tea Portfolio; **Collin Colburn**, VP, Commerce & Retail Media, IAB; **Meghan Corroon**, Co-founder & Chief Executive Officer, Clerdata; **Dr. Ramendra Singh**, Chief Data & Analytics Officer, Horizon Commerce



2025 IAB Public Policy and Legal Summit | **Michael Hahn**, Executive Vice President, General Counsel, IAB, IAB Tech Lab

Building Trust Through Real Privacy and Addressability Solutions

Privacy and advertising are not mutually exclusive, and in fact, reliable privacy is essential to a healthy digital ecosystem. IAB believes in protecting consumer data through responsible, transparent practices that strengthen trust and support a vibrant, ad-supported open web. And with a more business-friendly climate in Washington, D.C. and a fading "surveillance advertising" narrative, there is potentially real momentum toward a national privacy law that works for consumers and industry alike. Throughout 2025, IAB built on this momentum, championing practical, forward-looking solutions on behalf of IAB members.

The [IAB Public Policy & Legal Summit](#) remains the premier forum where leaders from advertising, media, technology, and government converge to confront the most pressing legal, policy, and technical challenges facing the industry—especially in privacy regulation. In October, the [IAB Privacy Compliance Salon](#) in San Diego continued this dialogue in an intimate, salon-style setting, bringing together top lawyers and senior privacy leaders for candid, solutions-focused conversations on today's most difficult compliance issues. Rounding out the year, the [IAB State Privacy Law Summit](#) in New York provided a comprehensive roadmap for navigating an increasingly complex and fast-changing regulatory landscape.

To help members prepare for a new era of privacy-related litigation, IAB also hosted its inaugural [Class Action & Litigation Workshop](#). This workshop fostered open, in-depth discussions of emerging threats—particularly pixel-related claims—and explored both preventive and defensive strategies for companies across the ecosystem.



2025 IAB ALM | Breakfast Breakout: How IAB Tech Lab Standards can Supercharge CTV Growth in 2025 | **Anthony Katsur**, Chief Executive Officer, IAB Tech Lab; **Nada Bradbury**, CEO, AD-ID; **Kevin O'Reilly**, Chief Strategy Officer, XR Extreme Reach; **Jared Wilichinsky**, Senior Vice President, Ad Operations, Paramount; **Ryan McConvile**, EVP, Chief Product Officer, Advertising Products & Solutions, NBCUniversal Advertising & Partnerships

With 19 state privacy laws now active or on the horizon, the digital advertising industry is facing unprecedented regulatory fragmentation. To understand how companies are responding, the IAB Legal Affairs Council surveyed publishers, ad tech companies, agencies, brands, and legal practitioners for the [IAB State Privacy Law Survey](#).



AB, Others Press Court To Scrap Click-To-Cancel

Key findings included a clear desire for a unified compliance model, ongoing challenges in defining sensitive personal information, and widespread recognition that data clean rooms are not a universal solution. Complementing the survey, [Data Clean Rooms: A U.S. State Privacy Law Perspective](#) offers members a practical guide to how DCRs work, dispels common misconceptions, and outlines key compliance considerations under U.S. state privacy laws. The [IAB Data Protection Assessment Template](#) also helps businesses evaluate processing activities based on regulatory requirements.

This past summer, the IAB Public Policy team completed an amendment to the [Multi-State Privacy Agreement \(MSPA\)](#) and drafted a lighter-weight version to make day-to-day use easier. As the Federal Trade Commission (FTC) intensifies its focus on sensitive consumer data—particularly around unfair or deceptive practices in sectors like healthcare or for audiences like minors—IAB also launched a series of Insights newsletters to help companies understand evolving enforcement priorities, even in areas not traditionally associated with digital advertising.



2025 Connected Commerce Summit: Retail Reimagined | The Great Debate: Incrementality. Are We Ready for It? | **Meghan Corroon**, Co-founder & Chief Executive Officer, Clerdata; **Dr. Ramendra Singh**, Chief Data & Analytics Officer, Horizon Commerce

Additionally, [Internet for Growth \(I4G\)](#) is an IAB coalition initiative promoting the value of the ad-supported internet, especially for small businesses and entrepreneurs. I4G informs policymakers and the public about the vital role digital ads play in driving economic opportunity. I4G has been actively urging Congress to pass a national privacy law that preserves personalized advertising, and reject the AMERICA Act and similar proposals.

IAB Tech Lab has likewise been advancing critical privacy standards and tools. In March, Tech Lab presented a proof of concept for [Trusted Server](#), a technology that moves key advertising functions that have historically relied on third-party code within the browser to a publisher-controlled edge environment. Tech Lab also released its [Privacy Taxonomy Implementation Guidelines](#), offering businesses a universal framework to classify data types, uses, and participants—making global compliance more manageable. Additional progress included updates to the [Global Privacy Protocol \(GPP\)](#) to reflect recently enacted consumer privacy laws.

These efforts position IAB and its members to navigate a rapidly evolving regulatory environment with clarity and a shared commitment to responsible innovation.

Advancing the Streaming Evolution

Connected TV and streaming are not just expanding, they are *exploding* in popularity.

Digital video (including Connected TV, online video, and social video) has already captured nearly 60% of all U.S. TV/video ad spend, a dramatic realignment that underscores how quickly dollars are moving away from linear. Advertisers are following the performance. CTV delivers scale, precision targeting, and measurable outcomes at a level few other channels match. The IAB Media Center is accelerating this shift by pushing adoption of cross-platform video and audio and by quantifying where the growth is headed next, so brands move faster and compete more effectively.

IAB released several essential pieces of research for understanding this streaming and digital media revolution. CTV is one of the fastest-growing sectors in media, with ad spend projected to hit roughly \$26.6 billion in 2025, according to the [IAB 2025 Digital Video Ad Spend & Strategy Report](#).



2025 IAB ALM | Leveling the Field: Unlocking the Advertising Potential of Women in Sports | **Sheryl Goldstein**, Executive Vice President, Chief Industry Growth Officer, IAB; **Kerri Walsh Jennings**, 3x Gold Medal Winning Olympic Beach Volleyball Champion; **Gina Waldhorn**, Chief Marketing Officer, Sports Innovation Lab; **Jessica King**, Fitness Instructor & Wellness Entrepreneur



IAB NewFronts show a promising future for digital marketing, but rapid change requires adaptation



2025 Connected Commerce Summit: Retail Reimagined | The Scroll to Sale: Unlocking the Power of Discovery in Commerce | **Kate Hamill**, VP, Enterprise Sales in North America, Pinterest; **Lisa Johnston**, Editorial Director, P2P/CGT, EnsembleIQ; **Josh Gray**, Head of Global Commerce Product Strategy & Operations, TikTok

Traversing markets this dynamic requires the right mix of data and real-world expertise. IAB brings them together with research and in-person events, providing members with the opportunities to gain insights and guidance needed to navigate what's next.

Driving Reliable Measurement and Cross-Channel Attribution at Scale

Measurement and attribution are central to the functioning and credibility of the digital advertising ecosystem. Because the landscape spans so many channels, devices, and formats, the industry demands multi-touch, cross-platform, cross-media approaches that move beyond simplistic last-click or first-touch models. IAB is committed to advancing accountable marketing and media spending—and establishing best practices for addressability, attribution, brand suitability, ad fraud, and privacy remains a core part of its mission.

Today's marketers are grappling with fragmented platforms, messy data, and KPIs that often miss the mark. To confront these challenges, the [IAB Measurement Leadership Summit](#) brought together

more than 100 data and measurement executives under the theme Driving to Outcomes, with a

focus on modernizing MMM, the intersection of privacy, AI, and first-party data, and improving cross-channel attribution, outcomes, and incrementality.

Tariff Confusion Leaves Advertisers 'Paralyzed' and 'Somber'



Each year, the [IAB State of Data](#) report tracks how the industry responds to major ecosystem shifts—most recently signal depreciation and now the rapid acceleration of AI. The report and accompanying webinars explore how advertisers and publishers are using AI to enhance planning, optimization, and analytics throughout the campaign lifecycle.

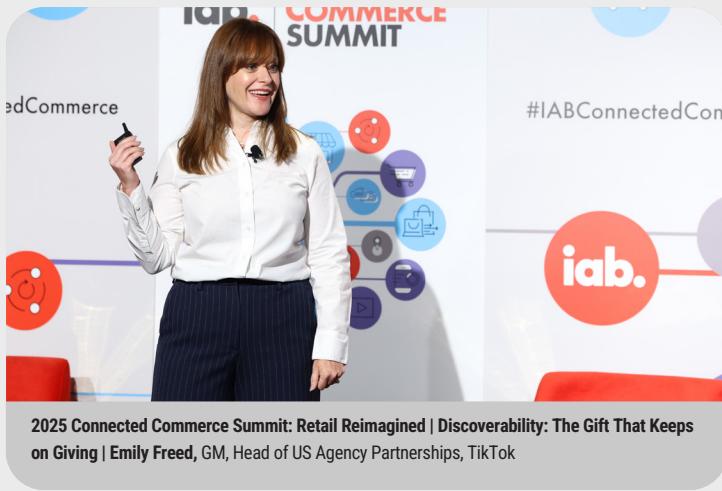
In 2025, IAB and the Media Rating Council (MRC) also released the [Attention Measurement Guidelines](#), offering detailed direction across four primary methodologies: data signals, visual and audio tracking, physiological and neurological observations, and panel- or survey-based approaches. This was followed by the [Attention Measurement Playbook for Marketers](#), developed with the Coalition for Innovative Media Measurement (CIMM), which provides practical frameworks and step-by-step guidance for operationalizing attention metrics across digital campaigns.

To unlock the full potential of commerce media, brands and retailers must align on measurement requirements, an area undergoing rapid transformation. The third annual [IAB Connected Commerce Summit](#) convened leaders from across the ecosystem to explore what's driving the next wave of growth, supported by a suite of new guidelines: [Defining Commerce Media and Its Ecosystem](#), [Demystifying Incrementality in Commerce Media](#), [Standardized Measurement Guide for CTV](#), [A Viable Framework for Maturing In-Store Media Measurement](#), and the [Guidelines for Incremental Measurement in Commerce Media](#), which help marketers verify that their investments are delivering meaningful business outcomes. And the [IAB New Ad Portfolio: Advertising Creative Guidelines](#) is a standardized form for media companies to complete, outlining creative specifications for various ad formats, ensuring consistency in ad delivery, proper rendering, and optimal performance across platforms.

2025 IAB ALM | Adaptive Commerce: The Data-Driven Retail Revolution | Enhancing In-Store Retail Media to Align with the Shopper Mission | **Mario Mijares**, Vice President of Insights, Loyalty, Marketing and Monetization Platforms, 7-Eleven; **Lauren L. Lavin**, Executive Director of Commerce, GroupM NA; **Megan Petrie Ramm**, Head of Americas, Uber Advertising; **Kevin Dunn**, Vice President of Industry Sales, Retail and CPG, LiveRamp



Advertisers Ranked By Ban on Sale of Geolocation Data in Oregon



Championing Ecosystem Health and Sustainability

Digital advertising is arguably the most exciting, interesting, and profoundly disruptive industry on the planet. But we cannot take that dynamism for granted. For the interactive industry to thrive, we need to ensure we are actively working to create a digital ecosystem

that's healthy, trustworthy, transparent, and viable long term for consumers, publishers, advertisers, and technology providers. IAB and the IAB Tech Lab are dedicated to ensuring innovation and growth in the digital advertising industry. The digital advertising industry reached a record \$259 billion in revenue in 2024—a 15% year-over-year

increase that underscores the sector's ability to adapt to new technologies and evolving consumer behavior. Now in its twenty-ninth year, the [IAB/PwC Internet Advertising Revenue Report: Full Year 2024](#) remains the industry benchmark for U.S. digital advertising performance, offering actionable insights spanning video, audio, social, commerce media, and more.

IAB Releases New Standards on In-Store Retail Media Measurement

ADWEEK



2025 IAB ALM | IAB Service of Excellence Awards - Outstanding Contributors | **Cintia Gabilan**, Senior Vice President, Centers of Excellence & Industry Initiatives, IAB; **Lauren Russo**, EVP, Managing Partner, Innovation & Performance Audio, Horizon Media; **Jared Wilichinsky**, Senior Vice President Ad Operations, Paramount; **Sally Lee**, Vice President, Programmatic, Canvas Worldwide; **Kristi Argyilan**, SVP, Retail Media, (Former) Albertsons Media Collective; **Gabrielle Heyman**, Vice President of Global Brand Sales & Partnerships, Zynga; **David Cohen**, Chief Executive Officer, IAB



Exclusive: Digital creator jobs jump 7.5x since pandemic



2025 IAB ALM | Music Meets Streaming: Lessons Learned from Benji and Joel Madden and Veeps | **David Cohen**, Chief Executive Officer, IAB; **Benji Madden**, Musician & Entrepreneur; **Joel Madden**, Musician & Entrepreneur

Thank you for your support of the IAB mission.



Leadership

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IAB Executive Committee and Board 2025

IAB EXECUTIVE COMMITTEE



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Leadership

IAB Board of Directors 2025

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Amy Reinhard
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HERSHEY



Joy Robins
The New York Times



Kya Sainsbury-Carter
Microsoft



Michael Scott
SAMSUNG Ads



Aaron Sobol
Unilever



David Spector
THIRDLove



Robin Triplett
Coca-Cola



Rob Wilk
yahoo!



Simon Whitcombe
Meta



Strategic Initiative: AI

Unlocking the Power of AI

Artificial intelligence is reshaping digital advertising at a pace the industry has never experienced, and IAB is helping members turn that disruption into advantage. AI is rapidly working its way into every corner of the digital landscape, redefining how content is created, targeted, measured, and delivered. In 2025, IAB focused on helping the industry make sense of these advances—clarifying how AI is transforming creative, targeting, measurement, and the very architecture of digital media.

AI Takes Center Stage For 2025 As IAB Convenes Ad Business Leaders

Forbes

These shifts are only accelerating. To meet the moment, in 2025 IAB spent the year laying the foundation to guide the digital advertising industry through AI's transformative impact, accelerating responsible adoption and establishing industry standards. IAB is also committed to helping our members harness AI to drive growth, improve effectiveness, and elevate consumer experiences.

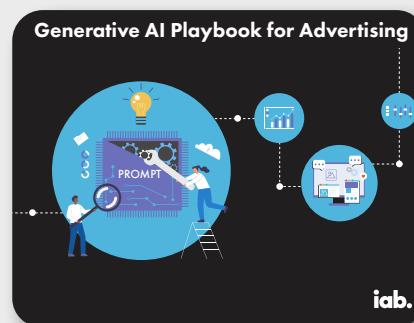
Key accomplishments around navigating AI in 2025 include:

[AI in Advertising Committee](#)

Created to bring together leaders from across the digital ecosystem, the Committee explores how artificial intelligence is reshaping the future of media, marketing, and measurement. From planning and personalization to optimization and oversight, the group focuses on real-world applications of AI and the challenges and opportunities emerging across the advertising value chain.

[Generative AI Playbook for Advertising](#)

This playbook provides guidance into the practical applications of generative AI in the industry and dives into key use cases, including content creation, campaign optimization, and measurement. It offers actionable insights and methodologies to help brands, agencies, and technology providers integrate generative AI into their marketing strategies effectively.



[Two-Part Generative AI Workshop—Practical Applications, Policies & Practices](#)

This hands-on public training session equipped participants with practical skills for applying AI in digital media. Attendees learned what AI really means in digital media, discovered

how to leverage AI tools for better results, mastered effective AI prompting techniques, and ensured ethical and accurate use of AI. The second session focused on strategic insights for AI implementation at the organization level.



IAB Italia Intersections Digital Conference | Ricardo Botta, Global Head of Marketing Operations, Essilor Luxottica; Caroline Giegerich, VP, AI, IAB

[AI in Advertising Use Case Map](#)

As AI continues to transform advertising, organizations need a clear and structured understanding of how it applies across the marketing and media value chain. The IAB AI in Advertising Use Case Map, developed in collaboration with industry leaders, serves as a comprehensive guide to both current and emerging AI applications. It outlines real-world use cases organized by category, maturity, and description, creating a practical framework for understanding the landscape. The interactive map was designed to demystify AI in advertising, help members prioritize areas of focus, and establish a shared language for evaluating opportunities, risks, and investments. In practice, organizations can use it to benchmark their current AI adoption, identify relevant capabilities for experimentation or deployment, and inform strategic planning, education, product development, and policy initiatives.

[Agentic AI: What Is It and How Will It Change Advertising?](#)

This IAB Pulse event explored agentic AI shifts from simple prompts to autonomous actions which are revolutionizing digital advertising and marketing. Key topics included AI's impact on consumer engagement and the transition from traditional SEO to agentic search optimization.



Strategic Initiative: AI

[AI Governance and Risk Management Playbook](#)

Advances in generative AI are creating new efficiencies and creative capabilities across the campaign lifecycle. Despite all the buzz, legal and regulatory uncertainties remain a key challenge to adoption. This playbook is designed to help brands, agencies, and publishers navigate the evolving AI legal landscape with practical guidance for responsible implementation across key advertising use cases. IAB also hosted a related webinar that shows how AI is radically changing common advertising use cases like audience targeting, content creation, measurement, and more.

[State of Data Webinar: Scaling AI with Purpose](#)

AI is no longer a future bet. It's a present-day tool reshaping how the advertising industry operates and grows. The IAB webinar "Scaling AI with Purpose" brought together industry leaders to discuss how AI is transforming advertising. Jon Roberts, Chief Innovation Officer at DotDash Meredith, and Caroline Giegerich, Vice President of AI at IAB, shared insights on early successes, common pitfalls, and practical strategies for integrating AI into workflows, creative processes, and compliance efforts. During this session, Angelina Eng, Vice President of the Measurement Center also introduced a framework to help businesses assess where AI delivers the most value.

[State of Data Webinar: AI in Advertising—Unlocking What's Possible](#)

Part of the State of Data webinar series, this webinar unveiled the new [IAB AI in Advertising Use Case Map](#), the most comprehensive guide to every way AI is being applied across media and marketing today. Two brand leaders provided candid insights regarding implementing AI across creative development and media buying. They shared what they're learning, what's working, what isn't, and how they're navigating the challenges along the way.

[State of Data: Consent, AI and Emotion in Advertising](#)

Exploring the future of data-driven marketing, this conversation extended beyond theory to demonstrate how attention and contextual intelligence deliver reliable and scalable results.

[AI Personalization Playbook](#)

Offering a systematic framework for briefing, building, and benchmarking AI personalization, this playbook focuses on human-centered AI principles, cross-functional integration, and risk-tiered governance, enabling organizations to move from experimentation to scaled, repeatable AI personalization—and shows how leading companies achieve 40% more revenue from personalization activities.



[When AI Guides the Shopping Journey: Opportunities for Marketers in the Age of AI-Driven Commerce](#)

AI isn't just changing commerce—it's driving the next wave of growth. As digital shopping is redefined by intelligent assistance, consumers are fundamentally changing how they research, compare, and buy. Nearly 40% of U.S. shoppers now use AI when shopping, and this past holiday

season, AI was expected to influence more than \$260 billion in global e-commerce. To make sense of this transformation, IAB partnered with Talk Shoppe to release a first-of-its-kind study. Through 450+ digital ethnographies and a survey of 600 U.S. consumers, the research explores how shoppers use AI alongside other online services and where brands fit into the new path to purchase.



From curiosity to commerce: AI's role in the purchase journey



2025 Advertising Week NYC | The Female Quotient | FQ Lounge | Building Smarter Brands: How Human-Led AI Delivers Real Results | Caroline Giegerich, VP, AI, IAB; Elizabeth Maxson Martinet, Chief Marketing Officer, Contentful; Monica Hu, AI Product Manager, Firmwide AI Solutions, JPMorgan Chase, Mollie Kehoe, SVP, Sales & Revenue, Veylan

[AI Intellectual Property and Transactions Digital Advertising Playbook](#)

Generative AI's integration into the digital advertising lifecycle has raised significant, complex questions around intellectual property, data rights, content licensing, and liability. Developed by IAB in collaboration with leading legal experts, this playbook is intended primarily for legal and procurement professionals who evaluate contracts and agreements related to the use of data and intellectual property by AI-powered products.

Future Proofing and Deepening Consumer Connections

Innovation is moving fast, and consumers are moving faster. As new platforms rewrite the rules of engagement, the IAB Experience Center helps the industry stay in front of the change. It identifies emerging channels and new consumer behaviors so brands can connect with audiences now and get ready for what's next. In 2025 the Experience Center focused primarily on helping members navigate developments in the creator economy and gaming. The result: a clearer path to reaching today's audiences and tomorrow's opportunities.

How advertisers are strategizing around new gaming measurement standards



Key accomplishments in 2025 include:

IAB PlayFronts 2025

The fourth annual marketplace brought together industry leaders for groundbreaking discussions, inspiring presentations, and interactive experiences. The event explored the dynamic gaming landscape and unveiled the incredible potential for brand partnerships within this underrealized space. With more than 3.4 billion global gamers and 86% of the U.S. population engaging with games, the audience has expanded far beyond traditional stereotypes. Today's gaming ecosystem has fundamentally transformed from pure entertainment into multidimensional digital spaces where social connection, cultural expression, and community-building flourish.



2025 IAB PlayFronts | Playing by the Rules of Your Own Game Opening Keynote | Zoe Soon, Vice President, Experience Center, IAB

IAB Gaming Measurement Framework

This new industry framework that brings clarity, consistency, and confidence to gaming ad campaigns—a channel where over 80% of U.S. internet users identify as gamers. Developed in collaboration with industry leaders, the framework outlines standard gaming ad formats by media type (display, video, audio, and custom) and explains baseline (must-have) and additional (nice-to-have) metrics to help advertisers evaluate performance and make smarter investment decisions.

Innovation is moving fast, and consumers are moving faster. As new platforms rewrite the rules of engagement, the IAB Experience Center helps the industry stay in front of the change. It identifies emerging channels and new consumer behaviors so brands can connect with audiences now and get ready for what's next. In 2025 the Experience Center focused primarily on helping members navigate developments in the creator economy and gaming. The result: a clearer path to reaching today's audiences and tomorrow's opportunities.

Play to Win: Measuring Gaming Ad Success

With more investment flowing into gaming environments, how do advertisers truly measure success? Enter the IAB Gaming Measurement Framework designed to help publishers, brands, and ad tech partners track performance, it defines gaming ad formats and sets clear benchmarks with 'must-have' and 'nice-to-have' metrics. This on-demand webinar breaks down how this framework was developed, how it helps advertisers level up their campaigns, and what it takes to build a winning strategy.

Gaming Ad Formats Showcase

A supporting piece of the Gaming Measurement Framework, this showcase displays various ad formats that are listed in the framework within each media type (display, video, audio, and custom). Users can swipe through and see proven successful examples of each.



IAB Gaming Ad Formats Framework

As brands increasingly turn to gaming to reach and engage audiences, understanding the full spectrum of advertising opportunities has become essential. Developed in collaboration with leaders across the gaming, media, and advertising industries, this framework categorizes gaming ad formats by media type, providing clarity, consistency, and strategic direction, making planning easier and more effective.

2025 EXPERIENCE BOARD

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 Bill Young, *Amazon Ads*
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 Claire Nance, *Activision Blizzard Media*

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 Stephanie Hawkins, *Wavemaker*
 Yilun Gao, *Google LLC*



Gaming's ad dilemma



2025 IAB PlayFronts | Changing the Game: How Discord Is Reinventing Marketing in Gaming & Internet Culture for a New Generation | Adam Bauer, Vice President, Sales, Discord



Experience Center: Creator Economy

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The Creator Economy is estimated to be worth half a trillion dollars in three years, yet there are no widely agreed-upon industry standards that allow advertisers to activate and optimize creator buys at scale. [The Creator Economy Board of Directors](#) brings together industry leaders to help us chart a course for brands to invest in the Creator Economy at scale through standardized ways to buy, activate, measure, and evaluate performance.

AI Is Changing How Creators Work And Earn

Forbes

Marketing and advertising spend in the U.S. Creator Economy is projected to reach \$37 billion in 2025, growing a remarkable 26% year-over-year, even as brands navigate key strategic tensions. This report, conducted in partnership with Advertiser Perceptions, combines market sizing,

a survey of 450+ brand and agency buyers, and seven in-depth expert interviews. It delivers the first comprehensive market-sizing of U.S. Creator Economy marketing and advertising spend, clarifying complex, non-standardized deal and partnership structures. The report also provides actionable insights into how creator marketing is planned, bought, and measured, highlights key challenges and opportunities, and guides buyers, sellers, creators, and platforms on executing workflows and differentiating their strategies. IAB also held an invitation-only media roundtable exploring how creators are increasingly shaping the entertainment and advertising landscape and shared early access to IAB research.



atos, and platforms on executing workflows and differentiating their strategies. IAB also held an invitation-only media roundtable exploring how creators are increasingly shaping the entertainment and advertising landscape and shared early access to IAB research.



Creator Economy Creative Showcase

This showcase brings together detailed case studies from brands across industries, outlining recommended approaches to evaluating success in creator marketing campaigns. The initiative aims to spotlight successful creative case studies from brands that have effectively activated in the Creator Economy, documenting campaign objectives, measurement approaches, creative executions, and campaign outcomes.



Creator Economy Definitions and Taxonomy

A common language is an essential foundation to a strong advertising marketplace. The clear, consistent terminology in this taxonomy will equip brands, agencies, platforms, and creators with a shared lexicon and support sustainable industry growth.

IAB LinkedIn Live: Creator Economy

In this first IAB LinkedIn Live, IAB's VP of the Experience Center, Zoe Soon and ESL FACEIT Group's Chief Strategy Officer, Mike Sepso discussed the current state of the Creator Economy and how brands are leveraging influencers and niche content producers to engage audiences and the initiatives promoting greater trust, transparency, and brand spend in the space.



Creators are now a top three buy, but the ecosystem is nowhere near ready

IAB Spotlight On: Creators

IAB and ThinkLA hosted an exclusive breakfast that brought together top industry voices for a deep dive into the evolving creator marketing landscape. Along with fresh insights from IAB, there were explorations into how brands and agencies are navigating the opportunities and the challenges of creator partnerships.

2025 CREATOR ECONOMY BOARD

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Franklin Graves, LinkedIn Corporation	Kim Larson, YouTube	Peter Shields, Meta
Greg Manago, Mindshare	Lauren Schnipper Rausch, Creator Upload Podcast	Sarah Bachman, Blue Hour Studios
Harvey Schwartz, Bungie	Jamie Gutfreund, Creator Vision	Steph Money, Edelman
Jesse Spencer, The Coca-Cola Company	Lia Haberman, In Case You Missed It (ICYMI Podcast)	Steven Ellis, Paramount



Measurement, Addressability & Data Center

Guiding the Industry to Scalable, Measurable Success

Advertisers follow proof, not promises. And in today's volatile environment, proving impact is increasingly complex. In 2025, the IAB Measurement, Addressability & Data (MAD) Center, provided the guidance the industry needs to navigate evolving tech and tightening privacy rules. Its mission: ensure the data, addressability, and measurement backbone that powers digital advertising remains strong. From commerce to cross-channel attribution and incrementality to media mix modeling, the MAD Center helped brands and publishers adopt solutions that drive growth, efficiency, and scale.

How AI Can Solve Retail Media's Growing Pains

Forbes

Key accomplishments of the IAB MAD Center in 2025 include:

[State of Data 2025: The Now, The Near, and The Next Evolution of AI for Media Campaigns](#)

Every year, the IAB State of Data report tracks how the industry responds to major ecosystem shifts—most recently, signal depreciation. Now, the industry faces another turning point: the rapid acceleration of AI. To address this, IAB partnered with BWG Global and Transparent Partners to survey over 500 experts across brands, agencies, and publishers—assessing adoption, effectiveness, challenges, and future needs across the media lifecycle. Among the key findings: 70% of brands, agencies and publishers have yet to scale AI across their media campaign workflows. The study aims to inspire roadmaps for transitioning from AI-assisted workflows to full integration, while offering

actionable recommendations to help agencies, brands, and publishers navigate this monumental evolution in digital media advertising. The report was followed with webinars that explored parts of the report including [scaling AI with purpose, unlocking what's possible with AI in advertising](#), and [consent, AI, and emotion in advertising](#).



State of Data 2025

THE NOW, THE NEAR, AND THE NEXT
EVOLUTION OF AI FOR MEDIA CAMPAIGNS

March 2025

SPONSORED BY: onetrust, Deloitte, mediadepot

[IAB New Ad Portfolio: Advertising Creative Guidelines](#)

This spec sheet is a standardized form for media companies to complete, outlining creative specifications for various ad formats. Each tab corresponds to a specific format or category, ensuring consistency in ad delivery, proper rendering, and optimal performance across platforms.



[Anatomy of Outcomes](#)

The second guide in the Anatomy series, this one tackles the most high-stakes question in advertising measurement: Did the campaign work? It walks through the challenges and trade-offs in outcome attribution, including how different channels and devices report conversions.



2025 IAB Measurement Leadership | Angelina Eng, Vice President of the IAB Measurement Center; Meredith Zhang, Measurement Partner, Global Agency Lead, TikTok



[Anatomy of Reach](#)

Reach measurement tells us who saw an ad—but deduplicating audiences across screens and sessions is no small feat. One of three guides in the Anatomy series, this guide examines how platforms identify and count unique audiences, the difference between person-level and household-level reporting, and the role of identity resolution in cross-platform measurement.



Ad Measurement Trends H1 2025





Measurement, Addressability & Data Center: Measurement

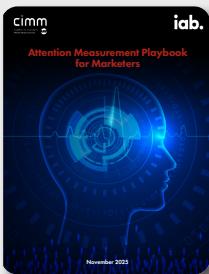
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IAB/MRC Attention Measurement Guidelines

Attention is a critical indicator of audience engagement and effectiveness, and the ability to standardize measurement practices is a key factor in fostering trust and increasing investment in attention-driven media strategies. This document establishes a comprehensive framework for measuring attention across media, including data signals, visual

tracking, physiological and neurological observations, and panel- or survey-based approaches. It also provides a detailed guide to understanding the origins of key attention metrics, offering a roadmap for evaluating the quality and reliability of procedures applied by media companies, ad-serving organizations, and attention measurement

vendors. IAB also created an attention measurement [checklist](#) and request for information [guide](#) to aid companies assessing measurement partners.



CIMM and IAB Attention Measurement Playbook for Marketers

Developed jointly by CIMM and IAB, this playbook is a practical guide designed to help marketers operationalize attention metrics across digital campaigns. It offers actionable frameworks, implementation guidance, and insights drawn from more than 40 industry interviews.

Attention measurement inches toward credibility with new IAB and MRC standards



2025 IAB MAD CENTER BOARD

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Dan DeLozier, Harmelin Media	Preeti Farooque, Pinterest	

IAB Measurement Leadership

Summit 2025

Marketers are grappling with fragmented platforms, messy data, and KPIs that miss the mark. The IAB Measurement Leadership Summit brought together over 100 invite-only data and measurement executives from across the advertising ecosystem. This summit's theme was Driving to Outcomes, and focused on modernizing MMM, the intersection of privacy, AI, and first-party data, and cross-channel attribution, outcomes, and incrementality. The How AI Is Reshaping Measurement panel explored how AI is shifting measurement from basic automation to meaningful outcomes by centralizing data, surfacing deeper insights, and improving attribution across complex customer journeys.



2025 IAB Measurement Leadership | From Policy to Practice: How to Operationalize Privacy-Compliant Measurement Practices & Succeed in the Marketplace | Alex Cash, Director of Strategy, OneTrust Consent & Preferences, OneTrust



IAB Updates Terms for Digital Advertising Agreements: See the Change



2025 IAB Measurement Leadership | From Policy to Practice: How to Operationalize Privacy-Compliant Measurement Practices & Succeed in the Marketplace | Mebrulin Francisco, EVP, Data Product & Insight and Planning, WPP Media; Joetta Gobell, Senior Vice President of Data Strategy & Insights, DotDash Meredith

means any kind of buy happens faster and with less friction, whether via direct buy or programmatic. Also, the foundation provides for easy engagement with different vendors that support digital ad transactions, such as measurement providers and ad verification providers.

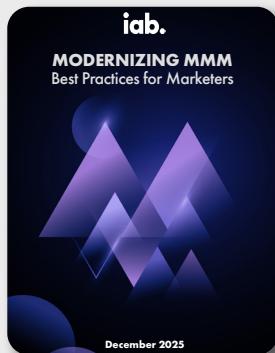


Measurement, Addressability & Data Center: MMM & Commerce

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[Building Smarter MMM for Today's Marketers Webinar](#)

Marketing mix modeling (MMM) is evolving into a critical capability for today's marketers. As privacy reshapes data access and AI transforms analytics, MMM is shifting from a retrospective planning tool to an always-on system that helps brands and agencies make smarter, faster decisions. Industry leaders shared how organizations are strengthening data foundations, aligning MMM with attribution and experimentation, and turning measurement into a continuous driver of performance and growth.



[Modernizing MMM Best Practices for Marketers](#)

This guide is for brand and performance marketers, agencies, and marketing leaders—including CMOs and CFOs—responsible for media planning, investment, analytics, and finance. It delivers vendor-neutral best practices to make MMM timely, auditable, and decision-ready. Developed with MMM providers and practitioners, the guide distills real-world experience, client case studies, and cross-industry insights into practical guidance you can apply whether MMM is run in-house, by an agency, or with a third-party provider.



2025 Connected Commerce Summit:
Retail Reimagined | Beyond the
Basket: The Rise of Non-Retail
Commerce Media Networks | **Dave Raggio**, Vice President, Intuit SMB
MediaLabs, Intuit; **Lauren Griewski**,
Head of Sales and Partnerships,
Chase Media Solutions

[IAB Connected Commerce Summit](#)

Commerce media is undergoing a rapid transformation—not just in size, but in reach. Bringing together executives from across the commerce ecosystem, the third annual Connected Commerce event featured exclusive keynote presentations, dynamic peer-to-peer discussions, and breakout sessions that explored the rapidly evolving world of commerce and what's fueling the next wave of growth.

[Defining Commerce Media and Its Ecosystem](#)

As customer journeys grow more complex and privacy rules tighten, commerce media is emerging as a powerful solution—transforming owned assets like websites, apps, and first-party data into revenue-driving ad channels. It offers unmatched precision, transparency, and access to real transaction data for marketers and media experts. This explainer breaks down what commerce media is, how it differs from traditional models, and how to navigate this growing ecosystem.



2025 Connected Commerce Summit: Retail Reimagined | Opening Remarks | **David Cohen**, Chief Executive Officer, IAB



2025 Connected Commerce Summit: Retail Reimagined | Why Retail
Media Networks Are Winning in the Age of Connected Commerce |
Lisa Valentino, President, Best Buy Ads

2025 Connected Commerce
Summit: Retail Reimagined | Breakout
Sessions | Harmonizing Retail Media:
IAB's Key In-Store Audio Research
Findings | **Hub 1** | **Ryan Fuss**, Chief
Revenue Officer, Stingray Advertising;
Matt Shapo, Director, Media Center,
IAB; **Tracey Berkenbush**, Senior Vice
President, Research, Leger





Measurement, Addressability & Data Center: Commerce



IAB releases digital advertising invoice API specifications for public comment



[Untangling the Issues in Commerce Media Networks: Key Considerations Under U.S. State Privacy Laws](#)

As commerce media networks (CMNs) continue to emerge as a new business model in the digital advertising industry, this white paper offers timely and practical privacy insights into the legal and compliance considerations in developing CMNs. It explores the various types of CMNs and outlines the data flows that support them.

[Guidelines for Incremental Measurement in Commerce Media](#)

Incrementality measures the causal impact of marketing by identifying the additional business outcomes directly driven by a campaign or tactic, compared to what would have occurred in the absence of marketing activity. The challenge marketers face today with incrementality is two-fold: choosing the right method and understanding the claims it supports and its causal reliability. Published by IAB and IAB Europe, this paper outlines the primary incrementality methods in commerce media, provides a framework for considering approaches, and defines what constitutes a causal incrementality model.

[Demystifying Incrementality in Commerce Media](#)

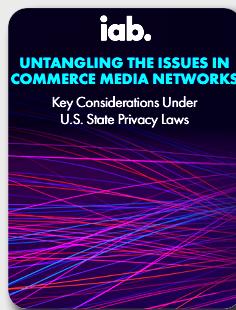
As commerce media continues to experience explosive growth, marketers face increasing pressure to prove that their investments are delivering meaningful business outcomes.

In this environment, incrementality has become one of the most critical metrics for success. IAB and IAB Europe

released a one-pager that breaks down incrementality and explores what it really means in the context of commerce media, clarification on what it can help commerce marketers understand and achieve, what incrementality is not, and how it differs from other measurement methods.



2025 Connected Commerce Summit: Retail Reimagined | Commerce Media's Next Frontier: Scale, Scope, and What's Next | Collin Colburn, VP, Commerce & Retail Media, IAB



[A Viable Framework for Maturing In-Store Media Measurement](#)

The in-store media landscape is expanding rapidly. QR-powered screens, digital endcaps, smart displays, and other addressable formats are transforming how shoppers engage at the point of sale. Yet measurement remains a step behind. Operational complexity, fragmented standards, and a lack of cross-network comparability have slowed adoption and muted the channel's potential. To address this, IAB created a framework to help the industry mature in-store media measurement. This structured, phased approach builds on existing guidelines and establishes a clear path for scaling measurement.



2025 Connected Commerce Summit: Retail Reimagined | The Scroll to Sale: Unlocking the Power of Discovery in Commerce | Josh Gray, Head of Global Commerce Product Strategy & Operations, TikTok; Katie Daleo, GM, CPG Ads, DoorDash

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Elizabeth Marsten, <i>Tinuiti</i>		



Igniting Innovation and Opportunity in Video, Audio, and DOOH

Digital video and audio have transformed our lives the way big shifts always do: gradually, then all at once. 2025 marked the year that digital video captured nearly 60% of total TV/video advertising dollars, nearly double its share from just five years ago and nearly three times faster than media overall. Consumer behavior has permanently shifted, and the opportunities (and pressures) for brands in converged video are bigger than ever.

New frontiers of brand storytelling:
Why the NewFronts matter more
than ever



The IAB Media Center accelerates the growth of unified TV-and-digital video and audio marketplaces, serving as the connective tissue between buyers and sellers. It delivers clear best practices, sets industry standards, and creates the forums where the market moves forward. And it tackles the supply-chain realities of cross-media transactions—building the frameworks, partnerships, and policies that help brands, publishers, and platforms reach consumers in a streaming-first, privacy-constrained environment.

Key accomplishments of the Media Center in 2025 include major efforts in video, DOOH, podcasting, and more:

2025 IAB NewFronts

The IAB NewFronts is the world's largest digital content marketplace—committed to creating valuable partnerships between brands and native digital content. Brand marketers and media buyers gathered for a series of exciting live presentations in New York City and the sold-out event featured major tech players like Google and TikTok, as well as some new additions like LinkedIn. The event showcased the role of AI, how platforms deliver better return on investment for brands, and the best new creative. Among the key takeaways: creators are being redefined and have become the dominant force in media, AI is everywhere now, retail media is the crucial link between content and commerce, and everything is becoming more measurable.



2025 IAB Video Leadership Summit | Beyond Reach and Frequency: Defining and Delivering Outcomes in Video Advertising | Jamie Feinstein, Vice President, Media Center, IAB



2025 IAB NewFronts | IAB Keynote | Cintia Gabilan, SVP, Centers of Excellence & Industry Initiatives, IAB

2025 Digital Video Ad Spend & Strategy Report

Now in its twelfth year, this in-depth report provides a comprehensive view of the evolving U.S. TV and digital video marketplace, equipping buyers and sellers with guidance on how to position and differentiate their strategies amid shifting market opportunities. As the media ecosystem grows more complex and consumer viewing behaviors continue to evolve, the report delivers actionable insights to help industry stakeholders navigate a rapidly changing landscape. Backed by proprietary data from Guideline and a survey of media decision-makers conducted by Advertiser Perceptions, the report highlights how digital video—including connected TV (CTV), social video, and online video (OLV)—is shaping the future of advertising.

Released in two parts, the series offers both market intelligence and strategic perspective.

[Part One](#), published in April, examines U.S. digital video ad spend, revealing that total investment grew 18% year over year in 2024 to \$64 billion and was projected to reach \$72 billion in 2025—expanding two to three times faster than total media. [Part Two](#), released in July, explores the strate-



gies fueling this growth, including the rising impact of generative AI, precision targeting, and performance-driven KPIs.

Together, these reports serve as essential reading for brands, agencies, and platforms seeking to stay ahead in the next phase of digital video advertising.



IAB NewFronts show a promising future for digital marketing, but rapid change requires adaptation

Converged Video Innovation Committee

As the video ecosystem continues to grow, evolve, and innovate, IAB created the Converged Video Innovation Committee (CVIC). CVIC serves as a premier forum dedicated to driving the future of television and digital video through collaboration, thought leadership, and research. Covering CTV/FAST, OLV, and social video, this group empowers members to stay ahead of industry trends, share research insights, and explore evolving best practices in targeting, measurement, interactivity, and viewer engagement across all video platforms.



2025 IAB Video Leadership Summit | Personalized Reach: Rethinking Scale and Outcomes | Angelina Eng, VP, Measurement, Addressability & Data Center, IAB

Video Policy and Legal Explainers Series

The quarterly IAB Video Compliance Brief series was developed by the Media Center, Public Policy, and Legal Affairs teams. The goal of the series is to ensure brands, agencies, and publishers, are informed about how to protect their campaigns, avoid compliance risks, and adapt their video ad strategies.

• [Video Compliance Brief: Privacy, AI, and](#)

[Subscription Rules](#) (March 2025) focused on data privacy and regulations updates, new FTC rules on subscriptions, AI governance and advertising compliance, and expanding children's privacy rules.

• [Video Compliance Brief: Age Verification, Ad](#)

[Personalization, and Data Brokers](#) (June 2025) focused on state privacy laws and data minimization and data broker disclosures.

• [Video Compliance Brief: AI Governance, Data Protection, and Platform Oversight](#)

(September 2025) focused on AI governance and copyright battles, platform and market oversight, as well as mounting global pressures.

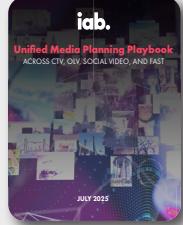
• [Video Compliance Brief: Consent Standards, AI Transparency, and Platform Moderation](#)

(December 2025) focused on federal updates, AI regulation and enforcement, and Attorney General actions.



Unified Media Planning Playbook

Today's video landscape is fragmented, fast-moving, and increasingly difficult to navigate. The Unified Media Planning Playbook cuts through the noise with an actionable roadmap for brands, agencies, and publishers to build smarter, more integrated campaigns across video channels.



IAB Video Leadership Summit 2025

This invitation-only event brought together executives from across the digital video media ecosystem to set the year's agenda for the CTV, measurement, and digital video space. Under the theme "Driving to Outcomes," the summit emphasized that the future of video isn't just about running ads—it's about proving they work. A panel at the summit called "How AI Is Powering Outcome-Based Advertising" explored how AI is driving precision targeting, creative optimization, and predictive analytics that align with business goals.

IAB Standardized Measurement Guide for CTV

As CTV investment accelerates, one challenge remains stubbornly persistent: Fragmented standards and uneven signal quality that make accurate measurement difficult. Even familiar concepts like impressions, viewability, reach, frequency, and attention can obscure confusion around what signals are required for valid measurement and how platform fragmentation disrupts them. The IAB Standardized Measurement Guide for CTV was created to bring clarity to that complexity. Built for brands, agencies, publishers, and technology partners, it provides a unified, end-to-end view of how current standards and solutions work together to support reliable, consistent CTV measurement.

The Role of Conversion API in Closing the Outcome

Data Gap in CTV

As digital advertising adapts to the twin challenges of privacy regulation and signal loss, conversion APIs (CAPI) are emerging as the bridge that helps close the outcome gap between CTV and more established outcome-driven channels like search and social. This guide offers a clear, credible roadmap for advancing standardized CAPI adoption in CTV. IAB surfaced collective voices through a proprietary and comprehensive industry survey spanning input from brands, agencies, publishers, and tech platform leaders across companies of all sizes.



Why the IAB says CTV is coming for performance budgets

2025 IAB VIDEO BOARD

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Dana McGraw, <i>Disney</i>	Jennifer Kohl, <i>WPP Media</i>	Octavio Maron, <i>Perfomrics</i>	
Dominick Pace, <i>Mindshare</i>	Jenny Schauer, <i>Publicis USA</i>	Rema Vasan, <i>TikTok</i>	
Daniel Goldstein, <i>Bloomberg Media</i>	Joe Melaragno, <i>Samsung Ads</i>		
Daniel S Lanzano, <i>Nexstar, Inc.</i>	Joel Braswell, <i>Papa Johns</i>		



Media Center: Audio & DOOH



Podcast Networks' New Pitch:
Hosts Are the Ultimate Influencers

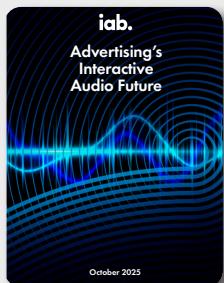


2025 IAB Podcast Upfront

The 2025 IAB Podcast Upfront was the premier event for audio and podcasting innovators sounded off. Set in the heart of New York City, this showcase brought together trailblazing creators, platforms, and networks to debut must-hear shows, emerging talent, and exclusive advertising opportunities. Among the highlights from the event: podcasts are on track to remain the fastest-growing ad format in 2025, pixel-based and audience based buying tools are driving precision metrics, and advertisers are embracing simulcasts and hybrid formats for podcasts.

Audio Leadership Meeting

Matt Shapo, Director of the IAB Media Center, held an extended offsite Audio Board meeting in October where leaders spent time in dynamic discussions around 2026 audio opportunities and priorities including defining the role of video podcasting, defining the audio data opportunity, and optimizing audio for use in Media Mix Modeling (MMM).



Advertising's Interactive Audio Future

As AI assistants become embedded in our daily routines—across phones, smart speakers, dashboards, and wearables—audio is emerging as a vital interface for interaction, discovery, and commerce. This guide explores how advertisers can prepare for a new era of interactive, voice-first experiences. From early smart speaker campaigns to today's AI-powered conversational shopping, brands can now meet consumers in real time, with personalized audio that feels less like an ad—and more like a recommendation from a trusted source.

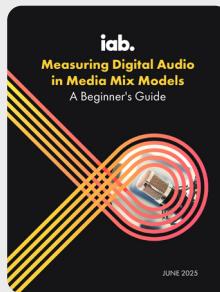


2025 IAB Podcast Upfront | IAB Keynote |
Matt Shapo, Director, Media Center, IAB

Podcast Ad Spend to Surpass
\$3 Billion in 2025, IAB Projects



2025 IAB Podcast Upfront |
Blue Wire: Athlete Influence.
Cultural Impact. Brand Wins. |
Dwight Howard, NBA Hall of Famer
& Podcaster; Kevin Jones, CEO &
Founder, Blue Wire Podcasts



Measuring Digital Audio in Media Mix Models (MMM): A Beginner's Guide

Digital audio is one of the most untapped channels in media planning—despite its reach, engagement, and proven ROI. This guide explores the causes of audio's underrepresentation in MMM and how to fix it.

Rethinking Brand Safety: Overcoming Fear to Maximize Growth Webinar

This webinar urged publishers, brand marketers, agencies and ad tech partners to uncover the hidden risks of outdated brand safety thinking and encouraged all to learn actionable strategies to assess content suitability more effectively, enhance contextual alignment for better engagement, and drive higher ROI and scale investments confidently.



Digital Out-of-Home (DOOH) Measurement Guide

Digital out-of-home (DOOH) advertising is one of the fastest-growing channels in digital media, with the U.S. market expected to hit \$3 billion in 2025. The DOOH Measurement Guide was created to bring clarity, consistency, and actionable insights to help buyers and sellers align on a shared framework for evaluating DOOH performance.

2025 IAB AUDIO BOARD

Alexis Gossard, *Bayer Healthcare LLC*
Ann Piper, *Spotify*
Anne Fristbie, *AdsWizz Inc.*
Bob Hunt, *Omnicom Media Group*
Brittany Clevenger, *BetterHelp*
Carter Brokaw, *iHeartMedia*
Chris Snyder, *Cox Enterprises*

Christopher Yaruso, *Publicis USA*
Diana Anderson, *dentsu inc*
Erica Santiago, *Pfizer*
Gina Garrubo, *National Public
Media*
Gina Whelehan, *Butler/Till*
Harmony Davis, *Amazon Ads*

Jen Soch, *WPP Media*
Jennifer Hungerbuhler, *dentsu inc*
Joe Cerone, *IPG Mediabrands*
Lauren Russo, *Horizon Media*
Melissa Sierra, *USIM*
Michael Biemolt, *Audacy*
Priscilla Valls, *SiriusXM Media*

Ricardo Neto, *Acast*
Scott Porretti, *Katz Media Group*
Shannon Cusick, *Amazon Ads*
Steven Pollak, *RadioActive Media*
Teresa Elliott, *Ad Results Media*



Public Policy and Legal Affairs

Advancing Industry Priorities in a Complex Policy and Regulatory Landscape

2025 was quite a year in Washington, to say the least. But with a more business-friendly environment in D.C., we've seen tangible progress towards a national privacy law, momentum about protecting kids and teens, and we've been actively involved in all House privacy work.

Exclusive: Digital creator jobs jump 7.5x since pandemic



IAB champions member priorities and elevates the value of the interactive advertising industry with legislators and policymakers. From the Public Policy office in Washington, D.C., IAB strengthens the industry's presence and influence through grassroots advocacy, member fly-ins, timely research, and coordinated public-affairs efforts across federal, state, and global arenas.

In 2025, the IAB Legal Affairs and Public Policy team took on several major issues facing members, including:

Measuring the Digital Economy Hill Briefing

The June Congressional briefing focused on the digital economy's impact on jobs and growth featuring results from the IAB research study Measuring the Digital Economy. Experts discussed how digital innovation, data-driven advertising, and online content are driving American job creation, small business growth, and long-term U.S. economic competitiveness.

2025 IAB Public Policy and Legal & Summit

This annual gathering assembled leaders from advertising, media, technology, and government to tackle our industry's most pressing legal, policy, and technical challenges. Among the key insights were that FTC enforcement will be more evidence-based and innovation-friendly, privacy laws require scalable and adaptive compliance, and generative AI and ad tech are now under intensified legal scrutiny.

Navigating Data Protection in Digital Advertising with the IAB Data Protection Assessment Template

Designed to help businesses in the digital ad industry evaluate processing activities based on regulatory requirements, this template incorporates feedback from the IAB Privacy Implementation and Accountability Task Force (PIAT). IAB will continue to update this document as the law changes and industry needs evolve.

IAB State Privacy Law Summit

The 2025 IAB State Privacy Law Summit brought together leading privacy experts for in-depth discussions, practical demonstrations, and interactive sessions to help attendees understand new legal developments and navigate the complex state privacy landscape. Among the key themes covered were sensitive data trends, state and U.S. privacy laws and their impact on operational strategy and retail media, and approaches to defending and preventing ad tracking lawsuits.



2025 IAB Public Policy and Legal Summit | New Congress. New Administration. What To Expect From DC in 2025 and Beyond |Erick D. Harris, Senior Director, Public Policy, IAB; Reggie Babin, Senior Counsel, Akin Gump Strauss Hauer & Feld; David Schwietert, Senior Policy Advisor, Akin Gump Strauss Hauer & Feld

State Privacy Law Insights

California's recent legislative and regulatory efforts impose obligations on both data brokers and those that traditionally have not fit that description. In October 2023, the Delete Act was signed into law, authorizing the California Privacy Protection Agency to promulgate regulations related to broker registration and create a "one stop shop" deletion mechanism for consumer requests. The CCPA Enforcement Division has also been exceptionally active in this area, settling with six data brokers for failure to register. Earlier in the year, lawyers regularly engaging with state regulators in privacy investigations shared insights on the fact patterns that precipitate investigations at a **State Privacy Enforcement Roundtable**.



IAB, Others Press Court To Scrap Click-To-Cancel

IAB State Privacy Law Survey Results 2025

With 19 state privacy laws now active or on the horizon, the digital advertising industry is navigating unprecedented regulatory complexity. To assess how companies are responding, the IAB Legal Affairs Council surveyed publishers, ad tech companies, agencies, brands, and legal practitioners. The study highlights how organizations are implementing state privacy requirements and emerging best practices around sensitive personal information, data clean rooms, data minimization, secondary use, vendor due diligence, and de-identification. Among the most notable findings: companies want a unified compliance model, defining sensitive personal information remains difficult, and data clean rooms are far from a perfect fix.



2025 IAB Public Policy and Legal Summit | Privacy Diligence Fireside Chat | Richy Glassberg, Co-Founder and Chief Executive Officer, SafeGuard Privacy; Kimberly Maney, Assistant General Counsel and Head of Privacy, Digital and Technology for US Commercial, GlaxoSmithKline



Public Policy and Legal Affairs



[IAB Privacy Compliance Salon](#)

The second annual IAB Privacy Compliance Salon was an exclusive, salon-style gathering where privacy took center stage. This intimate event brought together top lawyers and senior privacy leaders from across the digital advertising ecosystem for candid, solutions-focused conversations on today's most pressing compliance challenges.

Companies Must Keep Up With Evolving Privacy Concerns and Rules, Experts Say



The MSPA gives the digital advertising industry a single, practical framework for complying with a growing patchwork of U.S. state privacy laws. To ensure that consumer choices—like opting out of targeted advertising—are consistently captured and honored across the entire digital advertising supply chain, helping maintain trust and privacy-safe addressability, the Public Policy team completed a n amendment to the MSPA and drafted a lighter weight version for easy reference.

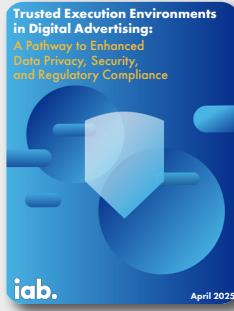


[Trusted Execution Environments in Digital Advertising: A Pathway to Enhanced Data Privacy, Security, and Regulatory Compliance White Paper](#)

This new white paper, released in conjunction with the 2025 IAB Public Policy and Legal Summit offers public policy, government affairs, and technology professionals a clear look at how TEEs align with key regulatory principles, support secure data use, and promote innovation through privacy-by-default system design.

[Cookie & Pixel Governance Insights Playbook](#)

This playbook outlines four fundamental risk management concepts that minimize the litigation risk associated with cookies, pixels, tags, cookie consent banners, and similar cookie suppression technologies.



2025 IAB Privacy Compliance Salon | Operationalizing Privacy Compliance in the Changing Regulatory Landscape | (Gaslamp) | Taylor Bloom, Partner - Privacy and Data Protection Group, BakerHostetler LLP; Alma Murray, Associate General Counsel, Global Privacy and Data Security, Lucid Motors; Jennifer Mitchell, Partner, BakerHostetler LLP; Paul Weisbecker, Chief Data Privacy Executive and Senior Legal Counsel, DIRECTV LLC

[FTC Engagement Working Group](#)

To help shape positions on the most privacy issues, this group is focused on FTC rulemaking, enforcement actions, and, more generally, making the case to the Commission about the value of digital advertising. The group seeks participation by those in government relations and privacy compliance roles.

[FTC Enforcement Insights](#)

The FTC has intensified its focus on sensitive consumer data, targeting unfair and deceptive practices across industries, including location data, telematics, AI, and data practices affecting minors.



FTC delays click-to-cancel rule enforcement, giving companies more time to simplify cancellations

[Privacy Public Policy Working Group](#)

To guide privacy legislative efforts, including but not limited to a possible federal privacy law, children's privacy issues, and state privacy legislative efforts, this working group seeks participation by those in government relations and privacy compliance roles.

[Health Privacy Workshop](#)

IAB hosted a Health Privacy Workshop in New York City to dive deep into state and federal laws related to health data. The workshop will include legal "deep dives," including case studies, and practical considerations in shaping compliance strategies. IAB was also joined by several state regulators who shared their perspectives, including Kash Chand, New Jersey Office of Attorney General; John Eakins, Delaware Department of Justice, and Michele Lucan, Connecticut Office of the Attorney General.

[Health Privacy Insights](#)

Health data is not just a priority of privacy regulators. It has become part of ongoing political and regulatory battles that touch on national security, law enforcement, and health care. These areas are not the typical domain of concerns for companies that engage in digital advertising, but it is important for all market participants to be aware of them. The team released several editions of a newsletter to provide an overview of the implications of the Department of Justice's Bulk Data Access Rule for health data and digital advertising, health data-related legislative and enforcement developments, and more.



Public Policy and Legal Affairs



[Children's Privacy Update Webinar](#)

This webinar examined the rapid rise of state laws designed to protect children online, addressing restrictions on personal data use, targeted advertising, and the expanding influence of AI. Many of these laws also reach beyond privacy to encompass children's physical and mental well-being, creating a fragmented and increasingly difficult compliance landscape for businesses. Panelists walked through the latest requirements and emerging standards, offering practical guidance to help organizations navigate this complex and evolving regulatory environment.



2025 IAB Public Policy and Legal Summit | **Rachel Glasser**, Chief Privacy Officer, Magnite; **Gary Kibel**, Partner, Davis+Gilbert LLP



Privacy Policy: New Maryland Privacy Law Bans Sale of Sensitive Data, Targeting Advertising to Minors

[Congressional Education Series: Spring and Fall Sessions](#)

IAB held an education seminar to provide Congressional staff with an opportunity to learn about the digital advertising ecosystem. The attendees learned about how ads are created, bought, optimized, and how the industry continues to evolve with new technologies. The session also underscored why digital advertising is vital to small businesses, creators, and consumers. In September, Michael Hahn, EVP and General Counsel at IAB and IAB Tech Lab, led a Digital Ads 101 training for 12 Congressional staffers, giving them a clear, foundational understanding of the digital advertising landscape to better support their offices' policy and oversight work.

[MSPA Industry Meeting](#)

Also in September, a group made up of advertisers, retailers, and ad agencies came together to discuss the IAB Multi-State Privacy Agreement (MSPA) as well as enforcement actions that highlight the need for an industry approach.

[IAB Publisher Meeting](#)

IAB hosted a collaborative forum where publishers could raise and address key legal, operational, and policy issues that are specific to their organizations.



2025 IAB State Privacy Law Summit | **Advertising to Minors in a Rapidly Changing Regulatory Environment: Something to Avoid or Increasingly Unavoidable** | **Richard S. Eisert**, Partner, Davis+Gilbert LLP; **Mayra Cavazos**, Senior Counsel, Global Privacy & Data Policy, Omnicom Media Group; **Nur-ul Haq**, SVP, Global Privacy and Kids' Privacy & Online Safety Officer, Privacy Team, Paramount; **Amy Lawrence**, Chief Privacy Officer and Head of Legal, SuperAwesome

[Consumer Financial Protection Bureau Comment on Personal Financial Data Rights](#)

Earlier this year the Consumer Financial Protection Bureau published an Advance Notice of Rulemaking to seek comments on Personal Financial Data Rights Reconsideration to reconsider an earlier Final Rulemaking. The Final Rule requires third parties to obtain a consumer's express informed consent to access covered data on behalf of the consumer, prescribes what a third party must disclose to a consumer, and limits a third party's collection, use, and disclosure of covered data. In October, IAB submitted comments to the CFPB in response to this rulemaking.

[Opportunities and Risks of Using Data Clean Rooms in Europe](#)

This webinar explored how data clean rooms are enabling new, privacy-compliant use cases across Europe's digital advertising ecosystem. Expert speakers discussed the legal frameworks, technical requirements, and emerging business models driving clean room adoption, as well as how these environments help organizations reduce risk.

[European Law Insights Newsletter](#)

The Digital Omnibus Directive, proposed by the European Commission in November 2025, would amend the General Data Protection Regulation (GDPR) and related privacy laws to streamline compliance, particularly for smaller companies, by simplifying definitions and relaxing certain data-use restrictions. This newsletter explores the implications.



AI Insights Workshop: Transactions and Intellectual Property

The Legal Affairs & Public Policy team hosted a half-day workshop focused on how AI is reshaping data governance, intellectual property, digital advertising, and commercial practices across the industry. The session brought together legal, compliance, and business professionals from across the digital ecosystem for practical discussions on responsible AI, emerging legal and business trends, and best practices for structuring and negotiating AI-related deals.

Why compliance can't be an afterthought in the AI age



Inaugural Class Action & Litigation Workshop

Designed to help foster open, in-depth discussions of class-action and other litigation issues facing the digital advertising industry, the workshop explored preventive and defensive strategies for pixel-related litigation claims. The agenda included the recent news of litigation targeting ad tech companies and the RTB process, best practices that publishers and advertisers should implement when configuring their ad tech stack, creating an accurate pixel inventory, and drafting effective indemnification provisions in ad tech contracts, among other key issues.

Ad Tech Governance in an Era of Privacy Litigation Webinar

This panel discussed the ongoing surge in consumer privacy class actions and regulatory enforcement tied to consumer-facing websites and mobile apps. As tracking technologies—such as ad pixels, video tools, and email tracking—continue to evolve, so do plaintiffs' tactics and the compliance challenges companies face. The session will cover current trends in litigation and demand letters related to website tracking, effective defense strategies under federal and state laws (including ECPA, CIPA, VPPA, and HIPAA), and practical steps organizations can take to remediate issues and reduce risk.



2025 IAB State Privacy Law Summit | Sensitive Data: How Far Will the Pendulum Swing? | **Alice Abatzis Nasi**, EVP and Chief Privacy Officer, Paramount; **Aaron Burstein**, Partner, Kelley Drye; **Andrew Tobel**, Assistant General Counsel, IAB; **Doug Miller**, Executive Coach, Doug Miller Strategies LLC and Senior Fellow, Future of Privacy Forum

Advocating on Our Members' Behalf

IAB participates in a coalition of advertising trade groups to monitor and engage with legislative activity across the states. Demonstrating its commitment to shaping a balanced regulatory environment, the IAB circulated 53 coalition letters this year to state legislatures across the nation. These efforts were designed to highlight industry perspectives, advocate for workable solutions, and ultimately improve the regulatory landscape for the digital advertising ecosystem.



Watchdogs Petition FTC To Reboot 'Click-To-Cancel'

Additionally, IAB drafted and submitted comments to the House Privacy Task Force to advocate for its priorities related to forthcoming federal privacy legislation. IAB also provided comments to the Consumer Financial Protection Bureau regarding its data broker rulemaking and the reconsideration of its personal data rights rulemaking, and submitted comments to the Office of Management and Budget urging the rescission of unnecessarily burdensome rulemakings across federal agencies. Beyond these efforts, IAB circulated letters to the Department of Justice concerning its proposed implementation of the Data Security Program, as well as to House Leadership, requesting the removal of language related to census data collection from appropriations legislation.



2025 IAB State Privacy Law Summit | Retail Media Networks Expanding Role in the AdTech Ecosystem | **Stacey Moore**, Vice President, Field Operations and Employment Law, Albertsons Companies; **Jennifer Clark**, Assistant Chief Data Privacy Officer, Publicis Groupe; **Julie Rubash**, General Counsel and Chief Privacy Officer, Sourcepoint; **Mary Ann LeFort**, Chief Privacy Officer, Priceline; **Jessica Lee**, Partner, Chair, Privacy, Security & Data Innovations, Loeb & Loeb LLP



Public Policy and Legal Affairs: Internet for Growth

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Internet for Growth (I4G) is an IAB coalition initiative promoting the value of the ad-supported internet, especially for small businesses and entrepreneurs. The initiative highlights how digital advertising helps small businesses reach new customers, compete with larger companies, and grow through a more personalized and accessible online marketplace. By showcasing these benefits, I4G informs policymakers and the public about the vital role digital ads play in driving economic opportunity. I4G efforts in 2025 include:

- **National Small Business Week Fly-In**

During National Small Business Week in May, Internet for Growth led a fly-in bringing small business owners and creators to Washington, D.C. for meetings with nearly 20 congressional offices—including Speaker Mike Johnson and Senators Shelley Moore Capito, John Kennedy, and Raphael Warnock—to urge passage of a national privacy law that avoids state-by-state fragmentation. The delegation emphasized that digital ads are essential for entrepreneurs trying to reach customers and grow. Throughout 2025, I4G broadened this engagement, organizing nearly 50 meetings with congressional offices nationwide, including small business roundtables in Missouri, Utah, and Louisiana.

- **Open Letter to the Congressional Creators Caucus**

I4G welcomed Representatives Yvette Clarke and Beth Van Duyne's new bipartisan Creators Caucus and urged Congress to pass a national privacy law that preserves personalized advertising, reject the AMERICA Act and similar proposals, and oppose digital ad taxes that would raise costs for small businesses and creators.

- **Advocating for a National Privacy Law on Local Media**

Small-business owners appeared on Utah TV to explain why digital reach is essential for staying visible and connecting with customers affordably, and why some federal proposals could raise costs and limit access to growth tools.

- **Raising Awareness of Digital Ad Taxes**

An I4G-partnered piece in AdAge explains how state digital-ad taxes would increase marketing costs for small businesses and creators—making SEO, web design, and social ads more expensive while exempting traditional media—and argues for a national framework that protects innovation.

- **What D.C. Is Getting Wrong About Creators**

An op-ed in What's Trending outlines creators' dependence on ad-supported platforms to grow audiences and monetize content and warns that policies aimed at "Big Tech" may unintentionally remove affordable marketing tools from creators and small businesses.



In celebration of National Small Business Week, a diverse group of small business owners and digital creators from across the country traveled to Washington, D.C. to urge lawmakers to pass a clear, national privacy standard that preempts state laws, streamlines compliance, and protects both consumers and the businesses driving the digital economy.

- **Engaging Legislators Nationwide**

In 30+ meetings this year, Internet for Growth has engaged with federal legislators and staff to advocate for small businesses and creators that rely on digital advertising tools. I4G also sponsored #Creators 4MentalHealth in Washington, D.C., featuring Rep. Ro Khanna and co-sponsors Social Current, National Digital Roundtable, and Social Driver. The event—and a preceding I4G briefing for House Small Business Committee staff—highlighted how creators use ad-supported platforms to raise awareness, support causes, and build sustainable businesses.

- **Open Letters and Local Op Eds**

Coalition members have published letters and op-eds highlighting digital ads as a lifeline for small businesses. For example Tommy Stokes in Knox News and William Hillman in ["The Bucks County Independence"](#), with additional coverage in local outlets that amplified the message. Writing in "The Seattle Times", I4G coalition member Frank Swoboda, a digital marketing professional, explained how Washington's tax on digital advertising services would [raise costs and restrict affordable marketing](#)

[tools for small businesses](#). On September 16, in "The Maryland Daily Record," I4G Executive Director Brendan Thomas similarly warned that Maryland's [digital ad and data taxes threaten innovation and local growth](#). Together, these op-eds positioned Internet for Growth as the leading national voice opposing harmful digital ad tax policies emerging across the country.

- **Main Street's Digital Mandate**

In November, Internet for Growth released a national voter survey showing bipartisan support for protecting the digital tools small businesses use to compete. Conducted by Echelon Insights, the research found voters worry new digital regulations or taxes could raise costs and unintentionally harm Main Street. I4G followed the release with a December 16 congressional briefing featuring small business members and Echelon's Kristen Anderson. Together, the report and briefing underscored I4G's leadership and established a clear voter mandate now informing policy debates on privacy, advertising, and online marketplaces.



Hosted in the Senate Visitor Center, Internet for Growth's "Main Street's Digital Mandate" policy briefing featured new national voter data alongside firsthand stories from small business owners who rely on digital advertising to reach customers and sustain local economies.



Elevating Skills and Talent for a Changing Digital Economy

Now more than ever, it is crucial to prepare your organization's talent for the rapidly changing digital media ecosystem and the modern workplace. IAB recognizes that to keep this industry thriving, it must support all the talent that drives us forward. IAB professional development and educational programs are created for the industry, by the industry, in collaboration with the IAB Centers of Excellence and the industry experts engaged in their councils, committees, and working groups.

IAB Courses and Training

In 2025 IAB focused its training efforts on high-growth areas such as retail media, gaming, and the creator economy—with courses developed to support them.

IAB held public training sessions including sales training called **Recipe for Growth Training** and **Managing Objections with Questions** in partnership with Upstream Group as well as an **IAB Professional Development & Education Info Session**, **Privacy Law Essentials for Digital Advertising Professionals** (with Hintze Law LLC), a two-part **Generative AI Workshop** (with Lowenstein Sandler LLP) and **Programmatic 360**.

Additional public training sessions included:

- **Digital Fundamentals:** Provided attendees with a strong foundation in digital media—covering buying, selling, measurement, optimization, the impact of third-party cookie deprecation, and emerging opportunities in gaming and extended reality.
- **Audio 360:** Sponsored by Trinity Audio, this session explored the rapid growth of audio and podcasting, advancements in audience targeting, strategies for programmatic buying, and approaches to integrating audio into holistic campaign measurement.
- **Digital Video 360:** Equipped participants with the skills to navigate the digital video ecosystem, apply privacy-safe targeting, evaluate programmatic buying strategies, and optimize campaigns mid-flight.
- **Attention Measurement Workshop:** This workshop provided a comprehensive look at the evolution of attention metrics and included hands-on exercises rooted in CIMM and IAB best practices.

Private Training

Additionally, IAB conducted private instructor-led training sessions for enterprise accounts including Amazon Ads, Estrella Media, Hearst, L'Oréal, Nextstar Media and St. John's University. These sessions covered a range of topics including **Audio 360**, **Digital Fundamentals**, **Programmatic 360**, and more, with varying levels of customization. A new private workshop format for Amazon Ads was developed, combining multiple IAB products including **Audio 360**, **Getting Audio & Podcasting on the Media Plan**, and **Podcasting in the Creator Economy**.



IAB Private Training with Nexstar



IAB Private Training with Amazon & Wondery in Los Angeles



IAB Private Training with Amazon & Wondery in New York City



Professional Development and Education: Online Learning Shop

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Audio 360



Data 360



Digital Buying and Planning
Certification Exam Prep



Digital Fundamentals



Digital Media Sales
Certification Exam Prep



Digital Video 360



Driving Business with
Data Science



Gaming 360



Introduction to
Direct Brands



Introduction to
Media Strategy



Introduction to
Retail Media



Introduction to the
Creator Economy



Programmatic 360

You can see the full course catalog for
IAB Professional Development and Education
in the [Online Learning Shop](#).

IAB Certifications



Digital Media
Sales Certification



Digital Media
Buying & Planning
Certification



Digital Ad
Operations
Certification



Digital Marketing
and Media Foundations
Certification



Industry Research & Insights

Delivering Data and Insight for an Evolving Ecosystem

IAB Research & Insights Team, in partnership with the IAB Centers of Excellence, delivers information and proprietary research that IAB members and partners need to build brands and their business. Major IAB research efforts in 2025 were focused on spotlighting new opportunities across retail media, in-game environments, emerging technologies such as AI, and the rapidly expanding creator economy. The research team's IAB Insights Engine allows IAB to quickly gather high-quality, relevant data from industry professionals for just-in-time proprietary research.

[IAB/PwC Internet Advertising Revenue Report: Full Year 2024](#)

The digital advertising industry reached a record \$259 billion in revenue in 2024—a 15% year-over-year increase, highlighting its ability to adapt to changing technologies and consumer behaviors. Now in its twenty ninth year, this highly anticipated report (published in April 2025) is considered the industry benchmark for U.S. advertising revenue across digital media platforms and publishers. It includes actionable insights throughout all digital platforms, from video and audio to social media, commerce media, and more.



2025 Outlook Study: Ad Spend, Opportunities, and Strategies for Growth

First released in January 2025, the [2025 IAB Outlook Study](#) provided an early view of advertising spend trends for the year. Although overall growth was expected to slow compared with 2024, which had surged due to the Olympics and the Presidential election, the 2025 U.S. ad spend was still projected to rise a modest 7.3%. Retail media was forecast to grow at more than twice the overall rate (+15.6%), with CTV (+13.8%) and social (+11.9%) also expected to post double-digit gains. Based on a survey of buyers at brands and agencies, the study explored growth strategies, planned channel investments, and anticipated challenges, and was further discussed on IAB Pulse by host Chris Bruderle and Brian Wieser of Madison and Wall.



A [September 2025 mid-year update](#) revised the U.S. ad spend forecast downward to +5.7% amid mounting macroeconomic pressures and shifting consumer behavior. The update also examined how broader economic and geopolitical forces—particularly tariffs—were reshaping media budgets and strategy, and was supported by a live LinkedIn event, Inside the 2025 Outlook Study: The Macroeconomics That Are Shaping Ad Spend.



[Measuring the Digital Economy: Advertising, Content, Commerce, and Innovation](#)

This landmark report—published roughly every four years—offers a comprehensive view of how the internet is transforming the American economy. The latest report shows the digital economy has more than doubled since 2020, now reaching \$4.9 trillion—18% of U.S. GDP—and supporting 28.4 million jobs across all 435 congressional districts. Designed for policymakers, business leaders, and technology professionals, the report illustrates how digital innovation fuels job growth, broadens economic opportunity, and touches every corner of the country.



You'll find additional IAB research in each of the Centers of Excellence sections.

- You can search all IAB research [here](#).
- Members are also invited to [submit research](#) for the benefit of the community.



2025 IAB Measurement Leadership | Town Hall: From Talk to Action – Shaping the Future of Measurement Together | Chris Bruderle, VP, Industry Insights & Content Strategy, IAB



2025 IAB ALM | The Future of Shopping: Navigating the New Commerce Landscape | Jack Koch, SVP, Research & Insights, IAB; Jennie Weber, Chief Marketing Officer, Best Buy Co. Inc.; Domenic Venuto, Chief Product & Data Officer, Horizon Media; Nicolas le Bourgeois, Head of U.S. Operations for TikTok Shop, TikTok

Convening Leaders and Celebrating Industry Innovation

IAB events are where the industry's biggest debates happen—and where breakthrough ideas take center stage. In 2025, IAB events brought together thousands of members, senior media executives, digital leaders, and forward-thinking innovators to engage on the most consequential topics shaping the interactive industry in the U.S. and across the globe.

The **2025 IAB Annual Leadership Meeting (ALM): It Starts Here** in January in Palm Springs, California gathered leaders from across the industry. The conversations at ALM 2025 reflected the industry's urgency to keep up with change. AI is making advertising more precise, but only when used responsibly. Commerce is creating new ways to connect with consumers, but measurement needs to evolve to capture its full impact. Creative remains the foundation of effective marketing, while privacy rules force brands to find smarter ways to deliver results. Success will belong to those who adapt quickly and embrace change as a constant.



2025 IAB ALM | Storytellers: How Creators and Creativity Are Changing the Game | Maximizing Impact: Best Practices for Always-On Gaming Campaigns | Zoe Soon, Vice President, Experience Center, IAB



2025 IAB ALM | Retail Media and the Necessity of Identity + AI | Angelina Eng, Vice President, MAD Center & COE Operations, IAB



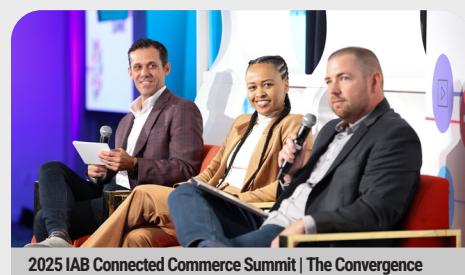
2025 IAB ALM | Remarks from Outgoing IAB Chair | John Halley, President, Advertising, Paramount



2025 IAB ALM | Unlocking Innovation: The Power of Open Source in AI Development | Joelle Pineau, VP, AI Research, Meta



2025 IAB Connected Commerce Summit | The Convergence of The Store And Retail Media Will Disrupt The Retailer-Brand Relationship As We Know It | Jordan Witmer, Managing Director Retail Media, Salt Media; Matt Claisse, Media Director, SMG



2025 IAB Connected Commerce Summit | The Convergence of The Store And Retail Media Will Disrupt The Retailer-Brand Relationship As We Know It | Andrew Lipsman, Founder & Chief Analyst, Media, Ads + Commerce, Colosseum Strategy; Chelsey Alexander, Founder and CEO, Open Gate Consulting; Jordan Witmer, Managing Director Retail Media, Salt Media



2025 IAB Connected Commerce Summit | The AI Effect: New Research and Expert Insights on the Future of Buying | Kiri Masters, Industry Analyst, Retail Media Breakfast Club; Amie Owen, Chief Commerce Officer, IPG Mediabrands



2025 IAB Connected Commerce Summit | Closing the Loop: Data Collaboration & Measurement That Moves Commerce | Elizabeth Marsten, Vice President, Commerce Media, Tinuiti; Rob Torres, Senior Vice President, Expedia Group Advertising

In September, the third annual **IAB Connected Commerce Summit: Retail Reimagined** brought together executives from across the commerce ecosystem for exclusive keynote presentations, dynamic peer-to-peer discussions, and breakout sessions that dived deep into the rapidly evolving world of commerce. From the latest trends in data collaboration and commerce media technology to groundbreaking case studies on engaging consumer experiences, sessions illuminated the future of retail media.



2025 IAB ALM | Ron Howard
Unscripted: Creativity, Innovation, and the Future of Media | David Cohen, Chief Executive Officer, IAB; Ron Howard, Academy Award-Winning Filmmaker

In 2025, IAB also hosted several invitation-only senior leadership summits to gather leaders around some of the interactive industries' biggest opportunities for growth:

- **2025 IAB Measurement Leadership Summit** – July 16, 2025, Glen Cove, NY
- **2025 IAB Video Leadership Summit** – July 14-5, 2025, Glen Cove, NY

On the policy front and held in Washington D.C. in April, the **IAB Public Policy & Legal Summit** is the essential gathering where leaders from advertising, media, technology, and government come together to tackle the industry's most pressing legal, policy, and technical challenges. That was followed in October by the **IAB Privacy Compliance Salon** in San Diego, an exclusive, salon-style gathering which brought together top lawyers and senior privacy leaders from across the digital advertising ecosystem for candid, solutions-focused conversations on today's most pressing compliance challenges. And the **IAB State Privacy Law Summit** in New York in November was a roadmap to navigating the complex and fast-moving regulatory landscape.



2025 IAB Privacy Compliance Salon | Health Ad Use Cases: What's the Problem? | Alysa Hutnik, Partner, Kelley Drye; Kevin Burke, Senior Legal Counsel, CVS Health; Jennifer Clark, Assistant Chief Data Privacy Officer, Publicis Groupe



2025 IAB Public Policy and Legal Summit | Julia Shullman, General Counsel & Chief Privacy Officer, Telly



2025 IAB Public Policy and Legal Summit | David Cohen, Chief Executive Officer, IAB;



2025 IAB Measurement Leadership | From Policy to Practice: How to Operationalize Privacy-Compliant Measurement Practices & Succeed in the Marketplace | Michael Hahn, Executive Vice President and General Counsel, IAB and IAB Tech Lab; Mebrulin Francisco, EVP, Data Product & Insight and Planning, WPP Media; Joetta Gobell, Senior Vice President of Data Strategy & Insights, DotDash Meredith; Alex Cash, Director of Strategy, OneTrust Consent & Preferences, OneTrust



2025 IAB Measurement Leadership | From Policy to Practice: How to Operationalize Privacy-Compliant Measurement Practices & Succeed in the Marketplace | Joetta Gobell, Senior Vice President of Data Strategy & Insights, DotDash Meredith



2025 IAB Video Leadership Summit | Beyond Reach and Frequency: Defining and Delivering Outcomes in Video Advertising | Joseph Delfino, Vice President, Strategy and Business Development, Comscore; Angelica L. Aguirre, Director, Integrated Experience Planning & Optimization - ASCVD/Leqvio & Pelacarsen, Novartis



2025 IAB Measurement Leadership | Modernizing MMM: Rebuilding the Model for Today's Consumer Reality | Angelina Eng, VP, Measurement, Addressability & Data Center, IAB; Emilia Costa, Account Executive, Member Engagement & Development, IAB; Cintia Gabilan, SVP, Centers of Excellence & Industry Initiatives, IAB



2025 IAB Measurement Leadership | Welcome Dinner Reception: Gatsby on the Gold Coast | Justin Ruiss, SVP Media Research, BWG Global; Angelina Eng, VP, Measurement, Addressability & Data Center, IAB

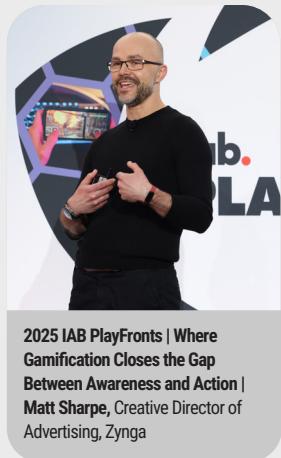


2025 IAB Measurement Leadership | Cracking the MMM Code for Emerging Platforms | Cintia Gabilan, SVP, Centers of Excellence & Industry Initiatives, IAB; Meredith Zhang, Measurement Partner, Global Agency Lead, TikTok

IAB marketplace events continue to serve as a central hub for the digital advertising ecosystem, shaping outcomes, fostering innovation, and driving the standards that make cross-platform investment measurable and actionable.

The future of gaming was on full display at the fourth annual **IAB PlayFronts** in April, a marketplace dedicated to this dynamic landscape and the potential for brand partnerships in the multibillion-dollar gaming industry.

IAB NewFronts is the world's largest digital content marketplace—committed to creating valuable partnerships between brands and native digital content. Spanning the week of May 5-8 across New York City, NewFronts showcased the latest digital video content and innovations.



2025 IAB PlayFronts | Where Gamification Closes the Gap Between Awareness and Action | Matt Sharpe, Creative Director of Advertising, Zynga



2025 IAB PlayFronts | Playing by the Rules of Your Own Game Opening Keynote | Zoe Soon, Vice President, Experience Center, IAB



2025 IAB NewFronts | VIZIO NewFront 2025: Beyond the Glass | Mike O'Donnell, Chief Revenue/ Strategic Growth Officer, VIZIO; William Wang, CEO, VIZIO; Seth Dallaire, Executive Vice President and Chief Growth Officer, Walmart U.S.



2025 IAB NewFronts | Go Beyond: Samsung Ads' 2025 NewFront | Nick Jonas; Joe Jonas; Kevin Jonas, The Jonas Brothers



2025 IAB NewFronts | Go Beyond: Samsung Ads' 2025 NewFront | Sang Kim, Executive Vice President & Head of North America Service Business, Samsung Electronics; David Letterman, Writer, Producer, Actor, Late Show with David Letterman & The David Letterman Show



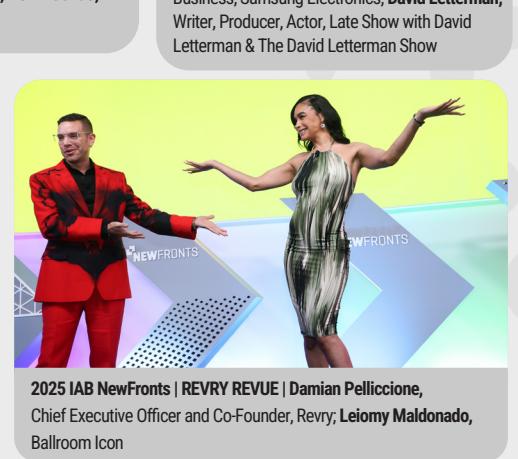
2025 IAB NewFronts | Be the Moment, Only on TikTok | Hasan Minhaj, Actor, Producer, Writer, The Daily Show



2025 IAB NewFronts | MediaMath vs. Chaos: 5 Rounds That Redefine Ad Tech | Jeremy Woodlee, General Manager of Enterprise, Influitive; Joe Zawadzki, General Partner, Aperium



2025 IAB NewFronts | Up Close & Personal | Deion Sanders, We Got Time Today Host & Sports Legend; Rocsi Diaz, We Got Time Today Co-Host and Emmy Award-Winning Media Personality



2025 IAB NewFronts | REVRY REVUE | Damian Pelliccione, Chief Executive Officer and Co-Founder, Revry; Leiomy Maldonado, Ballroom Icon



2025 IAB NewFronts | Jamming, Streaming and Dreaming | Funk Flex, DJ, Hot 97; Nessa, Host, Hot97; Déjà Vu, Radio Personality, WBLX



Exclusive: IAB moves NewFronts and adds CreatorFronts

The premier marketplace for audio and podcasting innovators, the **IAB Podcast Upfront** in September in New York City celebrated the best new shows, talent and new advertising opportunities for the fastest-growing ad format of 2025.

From intimate invitation-only roundtables to industry-leading conferences at scale, IAB and IAB Tech Lab will continue to host a mix of in-person and virtual events in 2026. To better align with annual planning and investment cycles, **IAB NewFronts** will take place from March 23-26, 2026, with main stage taking place on Marc world's largest digital video content marketplace, IAB NewFronts provides a critical platform for brands and agencies to preview premium programming and secure high-impact digital video inventory.

Complementing this shift, IAB is also introducing **IAB CreatorFronts**, the industry's first marketplace event dedicated to the creator economy. IAB CreatorFronts will take place September 15-17, 2026 in New York City along with the **2026 IAB Podcast Upfront** and the that same week in September.

For ongoing information about the 2026 IAB event schedule, please visit iab.com/events.



2025 IAB NewFronts | Google NewFront: Rethink CTV: Beyond The Stream | Andrew Hotz, Director, Programmatic Media, Google; Mark Williamson, AVP Retail Media, Costco Wholesale; Mark Carpenter, Executive Director, Investment, OMD USA



2025 IAB Podcast Upfront | Charlamagne Tha God x Nielsen: Building a Brand Across Audio | Charlamagne Tha God, Co-Founder, The Black Effect Podcast Network, Cohost, The Breakfast Club, Founder, Black Privilege Publishing, Co-Founder, Southland Stories; Rich Tunkel, Managing Director, Nielsen Audio



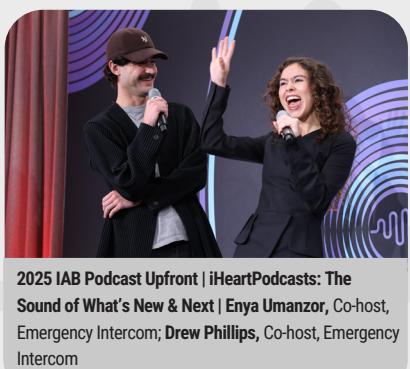
2025 IAB Podcast Upfront | Omnidigital Power of Podcasting | Brittany Rae Williams, Senior Director of Operations and Partnerships, Pod Digital Media



2025 IAB Podcast Upfront | Culture Shift: How The Daily Wire Became the New Mainstream | Mike Richards, President and Chief Content Officer, The Daily Wire; Isabel Brown, Host, The Isabel Brown Show; Michael Knowles, Host, The Michael Knowles Show



2025 IAB Podcast Upfront | The Weirdest Thing: WNYC Edition | Flora Lichtman, Pod Host, SciFri; Brooke Gladstone, Host, On the Media; David Krasnow, Executive Producer, New Yorker Radio Hour; Latif Nasser, Pod Host, Radiolab



2025 IAB Podcast Upfront | iHeartPodcasts: The Sound of What's New & Next | Enya Umanzor, Co-host, Emergency Intercom; Drew Phillips, Co-host, Emergency Intercom



2025 IAB Podcast Upfront | Everywhere They Listen: Audio and Influence in the Modern Media Mix | Maria Tullin, MD Performance Audio, Horizon Media; Jared Lapin, Chief Strategy Officer, Consumable



2025 IAB Podcast Upfront | Blue Wire: Athlete Influence, Cultural Impact, Brand Wins | Dwight Howard, NBA Hall of Famer & Podcaster



Powering Industry Innovation with Essential Standards and Services

The IAB Tech Lab exists to bring clarity, trust, and interoperability to the digital advertising ecosystem by developing the guidelines, specifications, technologies, and services that enable the industry to scale responsibly. Representing a broad coalition of digital publishers, ad technology companies, agencies, marketers, and other stakeholders, the Tech Lab advances solutions across brand safety and ad fraud; identity, data, and consumer privacy; ad experiences and measurement; and programmatic effectiveness. This work is anchored in six core themes and pillars of innovation: Artificial Intelligence (AI), Privacy, Addressability & Privacy Enhancing Technologies (PETs), Measurement, Advanced TV, and Supply Chain & Foundations.



The IAB Tech Lab Releases Its First Framework For Agentic Ad Buying Standards

Key IAB Tech Lab accomplishments in 2025 include:

Dude, AI Ate My Traffic

Tech Lab released an initial guidance and framework on how publishers can take control of their monetization and

brands their content when integrating with AI agents. As the digital advertising ecosystem evolves, the industry needs to evolve with it and will require publishers and brands to take control of how their content is accessed and used.

Agentic RTB Framework

The Agentic RTB Framework (ARTF) v1.0 was released for public comment, defining a container-based architecture that lets real-time bidding, AI agents, and third-party services operate efficiently within the same virtual environment. This framework aims to reduce latency and improve interoperability across DSPs, SSPs, and other programmatic components.

Content Monetization Protocols (CoMP) for AI Working Group

This new working group supports the Tech Lab LLM and AI Agent integration framework initiative, the LLM Content Ingest API, to help publishers mitigate risk from impact of AI driven search and standardize framework for content monetization.



It's high time publishers monetize LLM content

Anthony Katsur, CEO, IAB Tech Lab addressed a packed house at the German Federal Association of the Digital Economy (BVDW e.V.) Online Ad Summit before DMexco in Cologne, Germany.



Deterministic Measurement in a Privacy-First World: Jill Wittkopp, VP of Product at IAB Tech Lab, Charlotte Skornik, Head of Client Measurement UK at TikTok, Luke Fenney, SVP, Publishers & Platforms International at LiveRamp

Data Deletion Request Framework (DDRF)

The DDRF standardizes the transmission of deletion requests across the digital advertising ecosystem. It enables companies to efficiently communicate consumer-initiated data erasure requests across internal systems and external supply chain partners and has been formally recognized by the UK Information Commissioner's Office (ICO) in its newly published Online Tracking Strategy Update.



IAB Tech Lab Debuts Server-Side Ad Solution

Privacy Taxonomy Implementation Guidelines

IAB Tech Lab's Privacy Taxonomy is a standardized framework for managing data. It offers a universal language to help businesses classify data, its uses, and the individuals involved – making it easier to comply with global privacy law. The implementation Guidelines ensure the Privacy Taxonomy is as practical and useful as possible for everyone.

Global Privacy Frameworks Expanded

The Global Privacy Protocol (GPP) now includes new U.S. state sections and reflects recently enacted consumer privacy laws.



PAIR 1.1 Protocol and New Prebid Module Released

The latest version of the open PAIR 1.1 protocol is a major milestone in refining the protocol to enable wider industry adoption, by clarifying the definitions of several of the terms in the protocol and improving the integration with prebid with a new Open PAIR module.

ID-Less Solutions Guidance Finalized

Providing a clear set of criteria for evaluating use cases and solutions, this new guidance clearly defines the difference between ID and ID-Less solutions, describes the types of challenges present when serving and measuring ads in an ID-Less environment, and documents solutions to those problems.



WTF is IAB Tech Lab's Ad Creative ID Framework?

Shaping the Future of Attribution Technology

As the industry moves away from third-party cookies, it's reimagining attribution for a privacy-first world. The IAB Tech Lab's Private Advertising Task Force was created to help developers of these emerging APIs create viable

solutions for the industry to shape new browser-based attribution APIs that balance precision, flexibility, and compliance.



Anthony Katsur, CEO, IAB Tech Lab, on stage at the 2025 IAB NewFronts

Ad Format Hero and the CTV Ad Portfolio

After receiving over 100 CTV ad formats from over 40 companies, the Ad Format Hero Task Force defined eight new ad formats and surveyed the industry about them with questions on popularity and ease of implementation.

CTV Ad Portfolio and Updated Guide to Programmatic CTV

The CTV Ad Portfolio defines standardized specifications for six core CTV ad formats to create consistent definitions and smoother transactions across the streaming ecosystem. The update also includes revised OpenRTB guidance to support prioritized formats like Pause and Menu, helping reduce implementation issues and accelerate programmatic CTV growth.

Standardizing Conversion APIs

Conversion APIs (or CAPIs) have become ubiquitous as they enable advertisers to share conversion events with publishers. But every CAPI is slightly different. A single, industry-designed CAPI would mean that advertisers don't have to customize taxonomy, nomenclature, data structure for each publisher partner's proprietary API. Advertisers or agencies can do the integration once and decide which partners to send it to.



Finalizing ACIF and the ACIF Registry API for Implementation

The Ad Creative ID Framework (ACIF) protocol, released in 2024 has picked up steam in 2025 with successful results (that were a low effort to achieve workflow wise) from an NBC and GroupM proof of concept. The ACIF validation API adds another tool to ensure that AD IDs are entered correctly into planning systems. Both ACIF and the API specification have been finalized as of April 2025.

What's Next for Connected TV Advertising

IAB Tech Lab's CTV Ad Ops Workshop brought together experts from across streaming, ad tech, and television to examine the challenges, innovations, and opportunities in CTV advertising. This session reinforced the urgent need for alignment on CTV advertising standards from clarifying inventory ownership to streamlining live event delivery and enabling universal creative IDs, progress depends on active industry engagement.

Beyond In-Stream: Exploring Video Ad Alternatives

In August 2022, IAB Tech Lab introduced updated ad format guidelines to standardize video advertising, especially for CTV, clarifying what qualifies as "in-stream" video. This new definition, reinforced in 2023 and adopted by Google in 2024, ensures that video ads appear in high-quality, consumer-intended environments, reducing wasted spend. While in-stream ads remain valuable for their high engagement and brand association, alternative formats like accompanying content, interstitials, and no-content environments offer unique advantages such as greater flexibility, impact, and visibility. By diversifying ad formats, advertisers can optimize reach and effectiveness based on campaign goals.



Adaptive ID: AI-Powered, Privacy Ready, and Cross Channel: Mathieu Roche, Chief Executive Officer & Co-Founder of ID5, Zach Joiner, Senior Director, Strategic Partnerships, C&E at LiveRamp, Bosko Milekic, Co-Founder & Chief Product Officer at Optable, Rowena Lam at Senior Director, Privacy & Data at IAB Tech Lab



IAB Tech Lab: Supply Chain & Foundations



Containerization Project for Next Gen Infrastructure in Programmatic

The standardization of container technology for OpenRTB aims to help the industry develop a more scalable, efficient, and sustainable programmatic ecosystem. Specialized bid enrichment and evaluation partners, mounting scaling challenges, especially for live events, fragmented systems, and uneven performance, have made the current foundation difficult to evolve.

Protocol Buffers Standard for OpenRTB

The new specification, Protocol Buffers, will support another boost in expediency of technical integrations for programmatic and can be read by computers and represented in code in an intuitive way, as well as handling validation, parsing, and serialization.

Live Event Ad Playbook (LEAP)

This new initiative includes the new Concurrent Streams API specification aimed at simplifying the monetization of live streaming events. Developed with deep collaboration and leadership from Amazon, FreeWheel, Index Exchange, and NBCUniversal, these new directives enable the transparency and foresight needed to handle high-stakes moments and ensure a premium, ad-supported live viewing experience.



IAB Tech Lab pitches plan to help publishers gain control of LLM scraping

IAB Digital Advertising Invoice API Specifications

Developed in collaboration with Mediaocean—with Mediaocean's Prisma specs serving as a foundational blueprint—the IAB Digital Advertising Invoice API Specifications provide an API-first framework to modernize how invoices and related documentation are exchanged. By aligning on common data structures and protocols, the Seller Invoice API and companion File Upload API automate routine tasks, reduce human error, and help speed up payment processing while improving transparency across publishers, platforms, and buyers.



Privacy-Enhanced Measurement for Advanced Campaign Analytics:
Robin Shore, Global Product Partnerships Lead at TikTok, Lily Callaghan Smith, Senior Manager, Technical Operations at Expedia Group, **Shaila Mathias**, Principal Business Development, AWS Customer Data Apps at AWS



Balancing Addressability and Privacy: How Publishers and Identity Partners Are Working Together: Shailay Singh, Executive Vice President, Product & Chief Operating Officer at IAB Tech Lab, **Mathieu Roche**, Chief Executive Officer & Co-Founder at ID5, **Jessica Hogue**, Chief Data Officer, Consumer Media at Hearst

Mapping Content 2.1 to Ad Product 2.0

These two new mappings and an implementation guidance connect Content Taxonomy 2.1 to Ad Product Taxonomy 2.0, which is used to accurately describe the products being advertised. This effort aims to help companies refrain from using inappropriate content-based labels to describe products in ads.

A New Paradigm for Publishers with Trusted Server

At Signal Shift in March, IAB Tech Lab showcased the proof of concept of Trusted Server which shifts critical ad functions typically performed on the client side (e.g. browser) using third-party code to a publisher-controlled edge infrastructure. The goal of this initiative is to preserve first-party signals, enhance with edge cloud signals, and put publishers in control of advertising on their websites to prevent data leakage.



IAB Tech Lab Releases Live Event Ad Playbook

Trusted Server vs. Prebid Server: Better Together

Trusted Server is a publisher-controlled edge cloud layer that intelligently routes ads across direct and programmatic channels, manages interactions with the ad server, and gives publishers unprecedented control at the point of delivery. Prebid Server, by contrast, is a server-side auction engine maintained by the Prebid community that runs header-bidding auctions, gathers bids from demand partners, and returns the winning creative. Rather than seeing them as competing frameworks, this explainer shows how they work as complementary pieces of a modern, privacy-forward ad stack.



Trusted Server Workshop: Jason Evans, Trusted Server Consultant at IAB Tech Lab



Paths to Programmatic Monetization: Adam Markey, Director of Product Management, The Trade Desk



IAB Tech Lab International Summit | Trusted Server Initiative | Shailay Singh, EVP Product & COO, IAB Tech Lab; Jason Evans, Trusted Server Architect, IAB Tech Lab; **Simon Wistow**, Co-Founder, VP of Strategic Initiatives, Fastly



Supply Chain API+ Adds New Features for Sellers

This newest feature enhancement to the Supply Chain APIs focuses on the advertising system. Sellers will now be able to see every instance where their domain is listed in ads.txt and app-ads.txt files across the ecosystem.

The AI Content Crisis: A Publisher's Guide To Survival And Success
In 2025

Forbes

platforms make smarter, faster decisions enabling better outcomes for buyers, higher quality for publishers, and a more efficient open-internet marketplace. IAB Tech Lab is working on the initial version of a Deal API that promises to improve this process.

Deals API to Standardize Programmatic

Deal Sync

The Deals API v1.0, released for public comment, offers a standardized way to sync programmatic deals between supply-side platforms and demand-side platforms to reduce manual errors and improve operational efficiency. The API also increases transparency by clearly identifying seller, packager, and curator roles, helping to build trust and accuracy across deal-driven transactions.



The Future of Programmatic: Anthony Katsur, Chief Executive Officer at IAB Tech Lab, Neal Richter, Director, Advertising Science at Amazon & Board Chairperson at IAB Tech Lab



Decisions Minneapolis | Jeremy Lockhorn, SVP, Creative Technologies & Innovation, 4A's; Nada M Bradbury, CEO, AD-ID; Anthony Katsur, CEO, IAB Tech Lab; Ray Lansigan, EVP, Publicis Groupe



Through the Looking Glass: Anthony Katsur, Chief Executive Officer at IAB Tech Lab

2025 IAB TECH LAB STANDARDS



Live Events Ad Playbook
iab.TECH LAB



CTV Ad Portfolio and Guidance
iab.TECH LAB



Deals API
iab.TECH LAB



Device Attestation in OM SDK
iab.TECH LAB



Trusted Server
iab.TECH LAB

Live Events Ad Playbook: Addresses the growth of streaming TV that has unlocked major opportunities as well as unique scale, latency, and volatility challenges that require standardized signaling and metadata to enable interoperable, real-time ad delivery.

CTV Ad Portfolio and Guidance: As CTV has rapidly evolved, IAB Tech Lab has expanded its guidance to standardize emerging ad formats, defining interoperable user experiences, best practices for interactivity, and updated Ready to Serve formats to support how these ads are bought and sold programmatically.

Deals API: The Deals API streamlines operations by clarifying the high-level terms of each deal, significantly reducing manual data entry and supporting automated configuration. It further enhances visibility into Curated Deals, offering transparency not currently present in the bid stream.

Device Attestation in OM SDK: Device Attestation is a mechanism to address the prevalent device spoofing problem faced in digital ads. The approach involves adapting the Privacy Pass protocol published by IETF to the digital ads verification use case which enables web clients to assert a property about themselves without revealing private information.

Trusted Server: Trusted Server is an open-source, server-side ad management framework that moves critical advertising functions from the browser into publisher-controlled infrastructure, preserving first-party signals, enhancing privacy compliance, and allowing publishers greater control over programmatic ad requests, auctions, and delivery.

2025 IAB TECH LAB BOARD

Neal Richter, Amazon Ads
Manny Puentes, Butler/Till
Todd Parsons, Criteo
Curt Larson, Equativ
George Panagopoulos, Experian Marketing Services
Shenan Reed, General Motors Company
Andrew King, Genius Sports
Christophe Combette, Google LLC

Ken Weiner, GumGum
Mike Nuzzo, Hearst
David Cohen, IAB
Sheryl Goldstein, IAB
Ray Ghanbari, Index Exchange
Srishti Gupta, Integral Ad Science
Travis Clinger, LiveRamp
Bob Hammond, Madhive
David Buonasera, Magnite
Artur Souza, Meta

Aleksandr Rebrakov, Microsoft Advertising
Ryan McConvile, NBC Universal
Andrew Sweeney, Netflix
Joel Meyer, OpenX
Bosko Milekic, Optable
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Nishant Khatri, PubMatic
Christopher Zimmerman, Quantcast

Paul Bannister, Raptive
Sherene Hilal, SiriusXM Media
Michael Blanche, Surfside
William Doherty, The Trade Desk
David Kaufman, TikTok
Matt Quiel, TransUnion
Prasanna Prasad, Verve
Ben Sullins, VIZIO
Michael Palmer, WPP Media
Giovanni Gardelli, Yahoo



Women of Tech Lab
Networking Break: Anna Wolk, Inventory transparency and Fraud Prevention at The Trade Desk, Stacey Hultgren, Director, Ad Quality at SiriusXM Media, Hillary Slattery, Senior Director of Programmatic at IAB Tech Lab

Women of Tech Lab Initiative

Women continue to be underrepresented in technology roles, making up about 25% of the tech workforce. The disparity is even more apparent in leadership positions as only 11% of women hold executive roles. IAB Tech Lab is fortunate to have women in 50% of product roles, leading the development of technical standards foundational to the way digital advertising transactions occur. We're excited to leverage the IAB platform to elevate the profile and leadership of women in advertising technology by launching the Women in Tech Lab initiative, which debuted in March at Signal Shift.

Signal Shift: Addressability in the Privacy Era

IAB Tech Lab kicked off 2025 with Signal Shift: Addressability in the Privacy Era, a sold-out event focused on the evolving landscape of privacy and addressability. The packed agenda featured discussions on signal loss, compliance, the latest in privacy-enhancing technologies (PETS), and groundbreaking industry initiatives.

Signal Shift West Coast

The Tech Lab held a Privacy & Addressability event in September in the heart of Silicon Valley where a highly engaged audience took part in technical deep dives and reviews of strategic frameworks. They also learned about the Tech Lab's Trusted Server, different kinds of privacy enhancing technologies, and the complexities of handling user data in different environments, including CTV.



MAU Vegas | Rowena Lam, Senior Director, Privacy & Data, IAB Tech Lab



Going Down the Rabbit Hole at Tech Lab Summit: Sandy Wang, Senior Platform Ops Analyst at Basis Technologies, Hillary Slattery, Senior Director of Programmatic at IAB Tech Lab, Jill Wittkopp, VP of Product at IAB Tech Lab, Ayse Pamuk, Director, Platform Operations at Basis Technologies

IAB Tech Lab Summit 2025

In June in New York, IAB Tech Lab held its 11th annual Tech Lab Summit. This year's theme was Through the Looking Glass: Navigating the New Frontier. The open internet is changing faster than ever before, as highlighted by CEO Anthony Katsur in his keynote, which outlined three key agents of change impacting the industry in mid 2025: government regulation, the changes in Big Tech, and, of course, AI. These changes, along with the headwinds of signal loss, require a new approach, and a new architecture for the pipes which run the ecosystem. This was reflected in two big Tech Lab announcements in the keynote, the [Containerization Initiative](#) and the [LLM Content Ingest API framework](#).



What's the Deal with APIs?: Jill Wittkopp, VP of Product at IAB Tech Lab, Steven Ware Jones, Business Engineer at Meta, Aaron Brown, Chief Scientist at MadHive, Ryan McConville, EVP & Chief Product Officer, Advertising Platforms & Operations at NBCUniversal Media, LLC



In Conversation: Peter Zeihan: Anthony Katsur, Chief Executive Officer at IAB Tech Lab, Peter Zeihan, Globally Recognized Leader in Geopolitical Strategy



IAB Tech Lab International Summit

In November in London, the IAB Tech Lab brought together global ad tech leaders to explore the most pressing challenges and opportunities across privacy, addressability, retail media, CTV innovation, and more, with an agenda tailored to the European market.

The Tech Lab will continue its mission to develop global, open interoperable technology standards that support the growth of a secure and private ad-supported digital economy in 2026.



Curation in the Age of AI: Hillary Slattery, Senior Director of Programmatic, Product at IAB Tech Lab, Olga Zharuk, Chief Product Officer at TeqBlaze



IAB Global Network

Championing a Thriving, Connected Global Ecosystem

The IAB Global Network is a worldwide coalition of IAB organizations united by a shared mission to advance digital advertising through open collaboration, shared challenges, and globally aligned solutions. Spanning North America, South America, Africa, Asia, Asia Pacific, and Europe, the network brings a truly global lens to emerging trends, technologies, and opportunities shaping the industry. The international team serves the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy.

And in 2025, that collaboration reached new heights, marking the most globally connected year in IAB history. Over 45 IAB leaders from 27 countries gathered in London for the **2025 IAB Global Summit** in November, reinforcing just how interconnected and fast-moving the digital advertising industry has become. Across three days of discussion, a clear message emerged: The pace of change is accelerating, driven largely by AI and the collapse of long-term planning into shorter, faster cycles. Speakers including Sir Martin Sorrell, Founder of WPP, Rory Sutherland, Vice Chairman of Ogilvy & Mather Group, and IAB Tech Lab CEO Anthony Katsur highlighted how AI is reshaping creative production, media buying, infrastructure, and decision-making, while compressing costs and timelines at unprecedented speed. Retail media and measurement also featured prominently, with strong growth tempered by a need for global standards and shared frameworks. Above all, the Summit underscored that the industry's biggest challenges—privacy, AI governance, measurement, and sustainability—can only be solved collectively, with the IAB Global Network laying the foundations that will define how digital media operates into 2026 and beyond.



2025 IAB Global Summit in London, UK

EUROPE

- IAB Austria
- (BAM) IAB Belgium
- IAB Bulgaria
- HURA (IAB Croatia)
- IAB Denmark
- IAB Europe
- IAB Finland
- IAB France
- BVDW (IAB Germany)
- IAB Greece

- IAB Hungary
- IAB Ireland
- IAB Italy
- IAB Macedonia
- VIA (IAB Netherlands)
- INMA (IAB Norway)
- IAB Poland
- IAB Portugal
- IAB Romania
- IAB Serbia
- IAB Slovakia
- IAB Slovenia
- IAB Spain
- IAB Sweden
- IAB Switzerland
- IAB Turkey
- IAB UK
- IAB Ukraine

NORTH AMERICA

- IAB (U.S.)
- IAB Canada
- IAB Mexico
- VIA (IAB Netherlands)
- INMA (IAB Norway)
- IAB Poland
- IAB Portugal
- IAB Romania
- IAB Serbia
- IAB Argentina
- IAB Brazil
- IAB Chile
- IAB Colombia
- IAB Guatemala
- IAB Peru
- IAB Peru
- IAB Uruguay

SOUTH AMERICA

AFRICA

- IAB Australia
- CAA (IAB China)
- IAB Chile
- IAB Hong Kong
- IAB New Zealand
- IAB SEA + India (Southeast Asia + India)*
- IAB South Africa
- JIAA (IAB Japan)
- IAB Peru
- IAB Uruguay

The IAB Tech Lab also went global, hosting the **IAB Tech Lab International Summit** in London in November, to address everything from privacy and addressability solutions to innovation in RTB for live events, retail media, and the latest CTV developments, tailored to the European market.



IAB Tech Lab International Summit in London | Anthony Katsur, CEO, IAB Tech Lab; Neal Richter, Director, Advertising Science, Amazon DSP



IAB Global Network

iab.

At the **Cannes Lions International Festival of Creativity 2025** in June, IAB and IAB Tech Lab executives spoke on topics ranging from how AI is radically reshaping the industry, the state of CTV and the urgent need for standards for that market to scale, and how the creator economy is now core infrastructure.



2025 Cannes Lions | The New Brand Code: Disrupting the Status Quo | Chief | Carryl Pierre-Drews, EVP, Chief Marketing Officer, IAB; Laura Maness, Global CEO, Grey; Shannon Jones, Co-Founder, VERB; Gabrielle Heyman, VP Global Brand Sales and Partnership, Zynga



2025 Cannes Lions | From Ads to Answers: How AI Will Reshape Advertising in the Next 18 Months Panel | Ogury | Thomas Bernal, SVP Go to Market, Ogury; Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB; Jonathan Roberts, Chief Innovation Officer, Dotdash; Meredith; Remi Prevost, Chief Technology Officer, Happydemic



2025 Cannes Lions | Guiding AI with Humanity: The Decisions Ad Leaders Need To Make To Turn An "Existential Threat" Into Positive Change | Infillion | David Cohen, Chief Executive Officer, IAB; Ashley Banks, EVP, Commercial, Group Black; Marcos Escalante, Chief Product Officer, Infillion; Stu Solomon, Chief Product Officer, HUMAN; and Graham Wilkinson, EVP, Chief Innovation Officer, Global Head of Artificial Intelligence, KINESSO



2025 Cannes Lions | Anthony Katsur, CEO, IAB Tech Lab, networking in Cannes with members from First-ID and Criteo. Also joined at the table with representatives from Equativ, Prisma Media, and the French measurement association CESP



2025 Cannes Lions | Anthony Katsur, CEO, IAB Tech Lab, on GumGum's Scaling CTV panel with CTO Ken Weiner, Klick Health's Kristy Quagliariello, and LG Ad Solutions Alistair Sutcliffe



Google's Welcome to Cannes Reception | Google | Stephan Loerke, CEO, WFA; David Cohen, CEO, IAB; Justin Thomas-Copeland, CEO, 4A's; Karen Sauder, President, Global Clients and Agency Solutions, Google



Closing the Loop: How Agencies Can Drive Revenue by Getting Closer to the Sale | Infillion | Laurel Rossi, Chief Growth Officer, Infillion; Collin Colburn, VP, Commerce & Retail Media, IAB; Julian Mintz, VP of Sales, Albertsons Media Collective



2025 Cannes Lions | Carryl Pierre-Drews, EVP & Chief Marketing Officer, IAB; Denise Porto Hruby, CEO, IAB Brasil; David Cohen, CEO, IAB; Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB; Sonia Carreno, President, IAB Canada; Jonathan Mew, CEO, IAB UK



Carryl Pierre-Drews, EVP, Chief Marketing Officer, IAB; Nidhi Gupta, Vice President, Growth, Etsy; David Cohen, Chief Executive Officer, IAB; Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB



2025 Cannes Lions | Alicia Richardson, Managing Partner, CrowdAxis; Carryl Pierre-Drews, EVP & Chief Marketing Officer, IAB; Sheryl Goldstein, EVP, Chief Industry Growth Officer, IAB; Keri Denise Richardson, VP, Brand Marketing / Activations, Essence Communications Inc.



2025 Cannes Lions | Creative Intelligence: Where Culture, Tech, and Media Collide | MediaLink | Josh Line, Chief Marketing Officer, Yahoo; Michael Komasinski, Chief Executive Officer and Board Member, Criteo; Kevin Hein, Chief Growth Officer, GIPHY; Nidhi Gupta, VP, Growth & Marketing, Etsy; Carryl Pierre-Drews, EVP, Chief Marketing Officer, IAB



IAB and IAB Tech Lab Members

Empowering & Connecting Members

iab.

IAB's mission is to empower the media and marketing industries to continue to thrive in the digital economy. IAB members are from leading media and technology companies, including brands and advertising agencies, and IAB added retail members in 2022 as well. These constituents now have equal 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

33Across	Altice USA	Clinch	Experian Marketing Services	Index Exchange	LG Ads	Nielsen	Rockbot Inc	The Atlantic
6Sense	Amagi	Clipcentric	eyeo GmbH	Infillion	Libsyn	Nift Networks, Inc	Roku	The Daily Wire
A+E Networks	Amazon Ads	CMX	Eyeota	Infolinks	Liftoff	NoBid	Roundel	The Guardian US
A360Media	AMC Networks	Cognitiv	fairlife	InfoSum Media LTD	LinkedIn Corporation	Nomology	RRD	The Home Depot
AARP	Ampersand	Comscore	Fanbyte	InMarket	LiveRamp	Nordstrom	Samba TV	The New York Times
Acast	AnalyticsIQ	Condé Nast	Fandom	InMobi	Livewire	NRS Digital Media	Samsung Ads	Company
Activision Blizzard	Aniview	Confiant	Fetch	Innervate (Formerly RevJet)	Lotame Solutions, Inc.	Ogury	SAS Institute	The Trade Desk
Media	Anonym	Consumable	Firstrand	Media Place Partners	Lowe's	OpenWeb	Screenverse	The Weather
Axiom	Anterriad	Cox Enterprises	Forbes Media	ad Adtegrity Company	LTK	OptiMine	Seedtag Advertising US	Company, LLC
AD-ID	Anzu	Criteo	FOX	Media.net Support, Inc	Lumen Research	OptimizeRx	Seekr	TheViewPoint
Adapex	Aqfer	DanAds	Frameplay	Mediaocean	Lyft	OrkaTV	Semcasting	TikTok
AdaptMX	ArcSpan Technologies	Data Axe	DAX U.S.	Meijer Media	Madhive	Osmos	Shirofune	Transmit.Live
AdArcade	Atmosphere TV	DAX U.S.	Freestar	Merit Street Media	Magellan AI	OTTera	Shopify	TransUnion
AdCellerant d/b/a	Attain	Decide	Firsthand	MediaPlace	Magnite	Outfront Media	Sigma Software	Trinity Audio
Techint Labs	Audacy	DeepIntent	Forbes Media	MediaPlace Partners	Marriott International	Pacvue	Simpli.fi	TripAdvisor
Adelaide	Audience Connect	DG Media Network	Fox	Media.net Support, Inc	MediaPlace	Paramount	Simulmedia	TripleLift
Aderize	Audioboom	Digo Hispanic Media	Fuse	ad Adtegrity Company	MediaPlace	Peer39.com	Siprocal	Triton Digital
Adform	Audiomob LTD	DIRECTV Advertising	Future Today	Media.net Support, Inc	MediaPlace	Pentaleap	SiriusXM Media	TrueData
AdLarge Media	AutoZone	Discord	Gameloft Inc.	MediaPlace	MediaPlace	People Inc.	Slate	Truthset, Inc.
Adlook	Azerion US	DISH	Gamesight	MediaPlace	MediaPlace	Perion	SmartyAds	TryCarter Solutions Inc.
ADLOOX	Azira	Disney Advertising	Glance InMobi Inc.	MediaPlace	MediaPlace	Periscope	Snapchat	Tuneln
Admiral Adblock	Barometer	Sales	GeoEdge	MediaPlace	MediaPlace	Philo	Sonic Odeo USA, Inc.	TVIQ
Publisher Solutions	Barstool Sports	Doceree Inc.	Glance InMobi Inc.	MediaPlace	MediaPlace	Pinterest	Sonobi	TVision
Adobe	Basis Technologies	Doing Things	Goodway Group	MediaPlace	MediaPlace	Pixalate	Sony Interactive	Twelve Labs
adops.com	BBC Studios America	DoubleVerify	Google LLC	Meijer Media	MediaPlace	Place Exchange	Entertainment	UB Media (Ulta Beauty)
Adstra	Best Buy	Dstillery	Grocery TV	Meijer Media	MediaPlace	Playwire	Sony Music Entertainment	Uber
AdsWizz Inc.	Blis	Duration Media	GSTV	Merit Street Media	MediaPlace	Plex	SoundCloud	Ubisoft
ADvendio America	Blockboard	Effectv	Guideline	Merit Street Media	MediaPlace	Podscribe	Soundrise	Unity Technologies
Corp.	Blockgraph	Harmonic Inc.	Harmonic Inc.	MediaPlace	MediaPlace	Podtrac	SoundStack, Inc.	Unwind Media
Affinity Solutions	Bloomberg Media	Electronic Arts Inc.	Healthgrades	MediaPlace	MediaPlace	Precise TV	Upfly	Uplify
AffinityAnswers	Broadsign Serv. Inc.	Elemental TV	Hearst	MediaPlace	MediaPlace	Preciso	Sovrn	U.S. News & World
Afterpay	BX Network	Emodo	HUMAN Security	MediaPlace	MediaPlace	Place Exchange	Spectrum Reach	Report
Ahold Delhaize USA	Solutions LLC	Epsilon	IAB	MediaPlace	MediaPlace	Playwire	Speedeon Data	Venatus
Albertsons Media	Cadent	Equativ	IAB Tech Lab	MediaPlace	MediaPlace	Pinterest	Spotify	Veritonic
Collective	Celtra	Equifax	iHeartMedia	MediaPlace	MediaPlace	Plex	Spotter	Verve
Allen Media Digital, LLC	Cint	Estrella Media	In-Store Marketplace	MediaPlace	MediaPlace	Podscribe	StackAdapt	Vestcom
Alliant	Claritas	EX.CO	Incremental	MediaPlace	MediaPlace	Podtrac	Start.io	Vevo
				Marketing - 8451	MediaPlace	Precise TV	SoundCloud	Venue
				LATV	MediaPlace	Preciso	Soundrise	Venustus
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Washington Post Digital
WBUR
Western Union
Westwood One
Wiland
WildBrain
Worldata
Wurl
Xperi
XR Extreme Reach
XUMO
Yahoo
YieldLift
Yieldmo
Zelto Inc.
Zeno Media LLC
Zynga

STARTUP MEMBERS

Adrenaline Interactive, Inc.
Advertima
Cloudx
Curated Media, LLC
Escalated.io
LiveNow
Mobian
Olyzon.tv
Precise.ai
Super.Fans
tvScientific

ASSOCIATE MEMBERS

Account Name
Alliance for Audited Media (AAM)
Alvarez and Marsal
Archer Advisors
Baker & Hostetler LLP
Boston Consulting Group
Coalition for Innovative Media Measurement (CIMM)
CompliancePoint
Davis+Gilbert
DBR Tech Law
Deloitte Consulting LLP
Didomi
Dun & Bradstreet
Ebiquity
Frankfurt Kurnit Klein & Selz
FTI Consulting
Hintze Law PLLC
Kelley Drye & Warren LLP
Law Offices of Susan Israel LLC
Loeb & Loeb
Lowenstein Sandler LLP
McKinsey & Company
MediaLink
MRI-Simmons
OneTrust
Orrick, Herrington & Sutcliffe LLP
PwC
Red Clover Advisors
SafeGuard Privacy
Sheridans
Sourcepoint
Squire Patton Boggs
The Alexander Group
Uplify
Vault JS, Inc.
WEIR

IAB TECH LAB MEMBERS

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

51Degrees	CBC Radio Canada	L'oreal	RTBAsia
A Million Ads	Chalice	LADbible Group	Seven Technologies - Video
ACPM	CHEQ	Lemma Media	Heroes
Ad Insertion Platform	Cint	Localsensor	SFBX
AdButler	CivicScience Company	Mail Metro Media	Snowflake
Adform	Content Hound, LLC.	Media.net Support, Inc	Sparteo
adiiix	COVI Group	Miaozhen Information Technology Co., Ltd.	StackAdapt
Admixer EU GmbH	Dailymotion SA	Mintegral	Synamedia
Adomik	dappier	Mixpeek	Team Internet
AdsCompass	decentriq	moneytag	Telegraph Media Group
AdView	Delivery Hero	multilocal	Teqblaze
Algorix	DeviceAtlas	Network Advertising Initiative	The Aber Group
AlikeAudience	Didomi	News UK	The E.W. Scripps Company
Alphix Solutions Ltd.	Digiseg	Nexverse.ai	ThinkMedium
Aniview	dunnhumby	Novatiq	TollBit
Anonymised	Edge 226	NumberEight	TopOn
Atter	EdiPub	Ogury	TRUSTX
Appier	Erstream	OneTag	Truvid
AppLovin	Eskimi DSP	Permutive	TryCarter
AppsFlyer	European NetID Foundation	Play.Works	Solutions Inc.
Audion	FunnelFuel	Podigee GmbH	UNICORN Inc.
Audiorella GmbH	Geste	Podspace	Usercentrics GmbH
Audit Bureau of Circulations UK	globalive	postindustria	VDO.AI
Axel Springer Deutschland GmbH	Good-Loop	Precise.ai	VideoElephant
Bauer Media UK	ID5	Preciso	Virtual Minds GmbH
Becausal	Immediate Media	Primis	Visarity Technologies
Bedrock Platform	IMPACT+	Pyler Co., Ltd	Waveline Media
Bell Media	Indicue, Inc.	Quill Inc.	Xenoss
Bertelsmann SE & Co. KGaA	InfoSum	Reach PLC	xpln.ai
BRAVE	InMobi	Rebel Base Media	YOSPACE
Browsi	Iubenda	ResponsiveAds	Zapo
Carambola	Jounce Media	Roq.ad	zMaticoo
Castlabs	Kantar Media Deutschland GmbH	RTB House	



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ABOUT IAB

Interactive Advertising Bureau
116 East 27th Street, 6th Floor
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The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, 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.



Our Team

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iab.TECH LAB

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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.



2025 IAB and IAB Tech Lab Committees, Councils, Task Forces, and Working Groups

IAB helps drive the industry forward through the efforts of committees and councils in various industry segments. IAB committees, councils, task forces, and working groups are where industry functional leaders and subject matter experts share best practices and develop advanced research on burning industry issues. Comprised of some of the brightest minds in their space, these groups work together to develop solutions that improve the interactive advertising and marketing ecosystem.

COMMITTEES

Addressability & Measurement Committee

AI in Advertising Committee

Addressability & Measurement Committee

Audio Committee

- Video Podcast Measurement & Activation Working Group
- MMM for Audio Working Group
- Power of Audio Data Working Group

Commerce Media Committee

- Building a Competitive Commerce Media Ecosystem Working Group

Converged Video Innovation Committee

- Redefining Channels: Screens, Formats and Context Working Group

Creator Economy Committee

The Digital Out Of Home (DOOH) Committee

Games Committee

Measurement Advisory 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

View the latest list of IAB committees, councils, and their respective working groups and task forces at: <https://iab.com/groups/>

If you are interested in joining a committee or council, mail to: membership@iab.com.

iab. TECH LAB

IAB Tech Lab Working Groups give members the unique opportunity to work with their peers to move the ad tech industry forward. Members work together on various standards and software to be adopted by the industry. Each working group is associated with one of the Tech Lab pillars.

IAB TECH LAB WORKING GROUPS

IAB Tech Lab Council

- Accountability Working Group
- ACIF Ad Registry Task Force
- Ad Format Hero Task Force
- Addressability and Privacy Enhancing Technologies (PETs) Working Group
- Advanced TV Commit Group
- Advanced TV Working Group
- Agentic Working Group
- Commerce Media Working Group
- Content Monetization Protocols (CoMP) for AI Working Group
- Conversion API Working Group
- Global Privacy Working Group
- IAB Tech Lab Council
- IAB Tech Lab European Communication Group
- Live Event Ad Serving
- Open Measurement Commit Group
- Open Measurement Participant Working Group
- Podcast Technical Working Group
- Privacy & Rearc Commit Group
- Privacy Implementation & Accountability Task Force (PIAT)
- Private Ad Systems Task Force
- Programmatic Supply Chain Commit Group
- Programmatic Supply Chain Working Group
- Taxonomy & Mapping Working Group
- Trusted Server Task Force

For more information, visit:

<https://iabtechlab.com/working-groups/>

To request to join a Tech Lab Working Group

mail to: techlab@iabtechlab.com



Positioned for Growth in a Dynamic Market

Digital advertising and the interactive ecosystem remain dynamic and resilient—as do IAB and the IAB Tech Lab.

According to unaudited financials, the consolidated companies (IAB, the Internet for Growth Campaign, and IAB Privacy, Inc.) finished 2025 with \$1,889,000 net income, \$123,000 higher than the original budget. IAB Membership revenue is projected to be \$21.7 million for 2025 (versus \$18.8 million in 2024), up 7% (\$1.46 million) from the projected 2025 budget of \$20.3 million.

Those gains on dues helped offset the losses on some other revenue lines. Events revenue came in \$518,000 (5%) below the original budget, largely due to the decision to move the UNCHARTED brand event to 2026, as well as softer-than-expected results from the 2025 IAB Podcast Upfront, 2025 IAB Connected Commerce Summit, and 2025 IAB Measurement Leadership Summit. These declines were partially offset by modest gains across three IAB Public Policy and Legal events. Despite revenue shortfalls, all events were well attended and delivered meaningful value to the industry.

FINANCIAL KEY INDICATORS FOR 2025

REVENUE	2025 PROJECTED*	2025 BUDGET	VAR	% VAR	2024 ACTUALS	% VAR
MEMBER DUES	\$ 21,794	\$ 20,328	\$ 1,467	7%	\$ 18,843	16%
EVENTS	\$ 9,927	\$ 10,445	\$ (518)	-5%	\$ 9,969	0%
EXPERIENCE CENTER	\$ 446	\$ 425	\$ 21	5%	\$ 600	-26%
MEDIA CENTER	\$ 1,307	\$ 1,460	\$ (153)	-11%	\$ 1,310	0%
MEASUREMENT, ADDRESSABILITY & DATA CENTER	\$ 783	\$ 895	\$ (112)	0%	\$ 600	31%
PROFESSIONAL EDUCATION AND DEVELOPMENT	\$ 430	\$ 1,091	\$ (661)	-61%	\$ 1,009	-57%
OTHER	\$ 3,652	\$ 2,181	\$ 1,471	67%	\$ 3,611	1%
TOTAL REVENUE	\$ 38,338	\$ 36,824	\$ 1,514	4%	\$ 35,942	7%
COST OF GOODS	\$ 6,544	\$ 7,388	\$ (844)	-11%	\$ 7,025	-7%
GROSS PROFIT	\$ 31,795	\$ 29,436	\$ 2,359	8%	\$ 28,917	10%
EXPENSES	\$ 29,906	\$ 29,313	\$ 593	2%	\$ 28,192	6%
NET INCOME	\$ 1,889	\$ 123	\$ 1,766	1434%	\$ 725	161%

* Unaudited Financials



IAB Centers of Excellence revenue was \$245,000 (9%) below the original budget. The IAB Experience Center modestly outperformed the plan by \$21,000, and the new Creator Board met its budgeted goal. The IAB Media Center of Excellence declined 11% overall, with the main board underdelivering by \$161,000, partially offset by the Audio Board exceeding budget by \$8,000. The IAB Measurement, Addressability & Data Center Board finished \$131,000 below budget and the Commerce Board was up \$20K for an overall decline of 12%. Legacy boards continued their expected taper, while newer boards performed in line with expectations and are positioned for growth in 2026.

The IAB Professional Development and Education efforts experienced a significant shortfall, finishing \$661,000 below the original budget. This area faced sustained challenges throughout the year, and IAB is actively re-evaluating its approach for 2026, including the launch of the IAB+ offering and expanded online training.

Revenue from IAB's agreement with SafeGuard Privacy exceeded expectations, generating \$275,000 and providing a strong, incremental revenue stream for the organization.

On the expense side, the cost of goods and services for events improved by \$844,000 (11%) versus the original budget and by \$136,000 compared to the third-quarter forecast, driven primarily by production savings and the decision to move the UNCHARTED brand event to

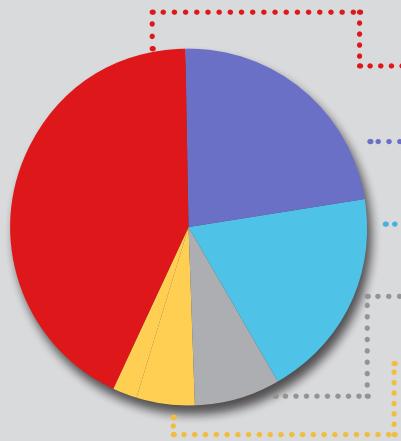
2026 to maximize future impact. Costs for Professional Development and Education were reduced by \$249,000 (87%) versus the original budget and by \$72,000 (65%) versus the third-quarter forecast.

Expenses were closely managed throughout the year, continuing a disciplined approach from prior years. Savings were realized through open positions, reduced rent and office operations following a flood that rendered one floor unusable for three months, and lower-than-planned travel, entertainment, marketing, and web expenses. As a result, IAB successfully funded the bonus pool at 100% and projects positive net income of \$657,000 for 2025—an important achievement given the revenue headwinds.

As in years past, additional ongoing revenue streams in 2025 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs. IAB invested these revenues towards helping member businesses grow and excel. Funding was also directed toward producing valuable third-party research and tools for building brands in digital media.

Overall, IAB enters 2026 well-positioned to deliver industry-leading events and thought leadership and compelling sponsorship opportunities with a focus on growth and impact in 2026.

IAB REVENUE STREAMS *



21.7 MILLION: MEMBERSHIP DUES

\$9.9 MILLION: EVENTS

\$430,000: PROFESSIONAL DEVELOPMENT

\$2.5 MILLION: CENTERS

\$3.6 MILLION: OTHER

* Projections based on unaudited 2025 financials



Standards and Innovation Power a Strong 2025

The IAB Tech Lab also had a very productive year in 2025, generating \$10.5 million in total revenue, including \$2.8 million from memberships, \$3.9 million from the board of directors, \$1.4 million from compliance programs, \$928,000 from events, \$749,000 from products, \$478,000 from Commit Groups, and \$100,000 in contributions, finishing the year with a \$728,000 revenue gain or 7% over budget.

International membership remained flat, but stronger-than-expected board retention and new board additions offset softness elsewhere. After a strong start, Tech Lab event sponsorship declined toward year-end, and sales of Spiders & Bots products softened slightly amid industry consolidation; however, OMSDK for CTV adoption exceeded expectations, and the new data transparency compliance program outperformed its forecast. Google's special donation for international standards evangelization was flat year over year.

On the cost side, events were tightly managed and came in well below expectations, IT-related product costs were slightly under budget due to disciplined cloud infrastructure management, and overall IT and contract expenses, particularly for Trusted Server and Advanced TV initiatives, were significantly lower than anticipated.

Budgeted to show a loss of \$792,000 net income in 2025, IAB Tech Lab finished with a healthy positive net income of \$248,000.

Overall, 2025 demonstrated the IAB Tech Lab's resilience and relevance, setting a strong foundation for expanded adoption, innovation, and industry alignment as the organization enters 2026 with momentum.

FINANCIAL KEY INDICATORS FOR 2025

REVENUE	2025 PROJECTED*	2025 BUDGET	VAR	% VAR	2024 ACTUALS	% VAR
MEMBER DUES	\$ 2,891	\$ 2,884	\$ 7	0%	\$ 2,840	2%
BOARD OF DIRECTORS	\$ 3,974	\$ 3,434	\$ 541	16%	\$ 3,505	13%
EVENTS	\$ 928	\$ 986	\$ (58)	-6%	\$ 1,123	-17%
COMMIT GROUPS	\$ 478	\$ 416	\$ 62	15%	\$ 578	-17%
PRODUCTS	\$ 749	\$ 750	\$ (2)	0%	\$ 731	2%
COMPLIANCE PROGRAMS	\$ 1,469	\$ 1,391	\$ 78	6%	\$ 1,241	18%
CONTRIBUTIONS	\$ 100		\$ 100	67%	\$ 175	-43%
TOTAL REVENUE	\$ 10,589	\$ 9,860	\$ 728	7%	\$ 10,194	4%
COST OF GOODS	\$ 1,631	\$ 1,774	\$ (142)	-8%	\$ 1,889	-14%
GROSS PROFIT	\$ 8,957	\$ 8,087	\$ 871	11%	\$ 8,304	8%
EXPENSES	\$ 8,709	\$ 8,879	\$ (170)	-2%	\$ 7,960	9%
NET INCOME	\$ 248	\$ (792)	\$ 1,040	-131%	\$ 344	-28%

* Projections based on unaudited 2025 financials



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2026 Events

IAB ANNUAL LEADERSHIP MEETING

February 1-3

Palm Springs, CA

TECH LAB SIGNAL SHIFT

March 19

New York, NY

IAB NEWFRONTS

March 23-26

New York, NY

IAB PUBLIC POLICY & LEGAL SUMMIT

March 29

Washington, D.C.

IAB CONNECTED COMMERCE SUMMIT

April 14

New York, NY

TECH LAB SIGNAL SHIFT GERMANY

April 16

Germany

TECH LAB SUMMIT

May 28

New York, NY

IAB CREATORFRONTS

September 15

New York, NY

IAB PODCAST UPFRONT

September 16

New York, NY

IAB PLAYFRONTS

September 17

New York, NY

IAB VIDEO & MEASUREMENT LEADERSHIP SUMMIT

July

NYC Tri-State Area (TBD)



1996 - 2026

IAB PRIVACY COMPLIANCE SALON

October 7

Seattle, WA

TECH LAB WEST COAST SYMPOSIUM

October 20

San Francisco, CA

TECH LAB INTERNATIONAL SUMMIT

November 5

London

TECH LAB I WANT MY CTV

November 12

New York, NY

IAB STATE PRIVACY SUMMIT

November 18

New York, NY

IAB ANNUAL LEADERSHIP MEETING

February 1-3, 2027

San Antonio, TX

For the latest information about the 2026 IAB & IAB Tech Lab event schedule, please visit www.iab.com/events
Sponsorship information: sponsorship@iab.com | Event logistics and speaking opportunities: events@iab.com