



IAB Board of Directors CEO Report

June 4, 2026

By David Cohen

Every year around this time, the industry prepares to depart for Cannes. For a few inspirational and productive days creativity takes center stage and is in the spotlight.

This year, let's keep it in the spotlight longer.

Our industry has built serious muscle around being data-driven and accountable and we have good reason to be proud of that. I'm confident we'll conclude upfront negotiations ready for a TV and video business that is full-funnel, measurable, and accountable. We can deliver on all those things. But we shouldn't forget that the most important factor in marketing effectiveness is creative: work so surprising, personalized, and compelling that it outperforms.

As Albert Einstein said, "creativity is intelligence having fun." It doesn't take a lot of imagination to see that he's right.

There's room for more creativity in everything from AI-driven workflows, ideation and production to how we work with creators and beyond. This is the fun part of the business. And given the overall headwinds we are facing across inflation, ongoing geopolitical conflicts, and declining consumer sentiment, more fun is definitely a good thing.

And speaking of good things, IAB is having talks on Capitol Hill to move the SECURE Data Act forward — the most recent and meaningful attempt to create the national data privacy standard that we have been talking about for years.

Lastly, summer is here so enjoy it. Knock off early some days, if you can, and go for a nice long walk or a boat ride or whatever makes you relaxed and happy. Before you know it, we will be in the sprint to the holiday season!

Here are the most significant accomplishments since the IAB Board meeting in February 2026:

Ecosystem Health

Initiative	Overview
2026 IAB Annual Leadership Meeting (ALM)	The future of digital media took center stage in Palm Springs at this annual flagship conference, which brings together senior brand marketers, publishers, agencies, and ad tech leaders to



<i>February 1-3, 2026</i> <i>Palm Springs, CA</i>	shape the industry's strategic agenda. This year's ALM explored how AI is reshaping the digital ecosystem, the major reset underway in measurement, the rapid growth of commerce media, and the convergence of streaming, audio, gaming, DOOH, and emerging platforms as viewing behaviors continue to blur traditional channel lines. You can see a high-level recap of the event here . Congratulations again to winners of the 2026 IAB Service of Excellence Award and to the new IAB Board of Directors .
IAB's 30th Anniversary: <i>IAB Celebrates 30 Years of the Digital Advertising Ecosystem</i> 1996-2026 <i>Yearlong Celebration in 2026</i>	IAB is celebrating its 30th anniversary in 2026, marking three decades of leadership in shaping the digital advertising ecosystem. The milestone highlights IAB's role in driving industry standards, fostering collaboration, and helping the market navigate transformative shifts, from the early days of digital advertising to the rise of AI, commerce media, and emerging technologies. As part of the anniversary celebration, IAB hosted a special panel titled " IAB at 30: From Foundations to the Future " at ALM, featuring a dozen former IAB Board Chairs who reflected on the industry's evolution and IAB's role in its growth. IAB also launched in April a dedicated 30th anniversary website featuring industry benchmarks , an interactive timeline of key milestones, video content, blog , and social media campaigns , including the <i>Legacy Series</i> and <i>The Industry: Then and Now</i> , highlighting the people, innovations, and defining moments that have shaped the industry over the past three decades. We also encourage all members to share their stories as we built this industry together!
The Convergence and Coexistence of Trade and Media in Retail Media Series <i>February 2026</i>	In today's retail environment, confusion between trade and retail media is costing brands clarity, efficiency, and performance. This resource breaks down the difference, simply and decisively, including real-life examples, key distinctions, and clear definitions. IAB and IAB Europe released this series to equip sales, finance, and media teams with a shared language and a sharper strategy for better performance.
IAB/PwC Internet Advertising Revenue Report: Full Year 2025 <i>April 2026</i>	This highly anticipated report, now in its 30th year, is considered the industry benchmark for U.S. advertising revenue across digital media platforms and publishers, offering a comprehensive view across video, social, search, commerce media, and the creator economy. For the first time, it also includes perspectives from industry leaders who have helped shape the ecosystem over the past three decades. The digital advertising industry reached nearly \$300 billion in revenue in 2025, the highest level in the report's history. This 13.9% year-over-year increase underscores the industry's continued evolution toward performance-driven, AI-powered growth. You



	can download the report here and watch the VOD of the webinar here .
The CMO's Guide to Gaming Task Force <i>April 2026</i>	The IAB Experience Center launched a new task force to help develop <i>The CMO's Guide to Gaming</i> , a concise, executive-level resource designed to help CMOs, agency leaders, and senior media decision-makers better understand and capitalize on gaming as a major marketing platform. This task force is led by IAB Experience Center Director Michael Arzt.
Building a More Competitive Commerce Media Ecosystem <i>April 2026</i>	Commerce media is still a fast-growing category, but that growth is concentrated among a few large platforms. At the same time, hundreds of Commerce Media Networks (CMNs) compete globally for tightened advertiser budgets, often without clear differentiation. This report mitigates this uncertainty by outlining both key guidelines and six potential strategic paths for CMNs to consider. It also shares how approaches should vary depending on business objectives. This report was also accompanied by short LinkedIn promotions and a byline in AdAge early June.

Measurement & Attribution

Initiative	Overview
Project Eidos: Modernizing Measurement <i>February 2026</i>	The IAB Measurement Center officially launched Project Eidos , an industry-wide initiative to define the principles, standards, and frameworks that guide how measurement is developed, evaluated, and compared across the industry. The initiative is intentionally focused on addressing the underlying structural issues in measurement—rather than introducing point solutions, temporary fixes, or channel-specific workarounds. Guided by the Measurement Advisory Committee , Project Eidos brings together expertise across the IAB Centers of Excellence and AI strategic initiatives to provide shared direction for modern measurement.



<u>Modernizing Measurement with Project Eidos LinkedIn Live</u> April 2026	This <u>LinkedIn Live discussion</u> between Angie Eng, VP, Measurement at IAB and Isaac Lindberg, SVP, Data and Analytics at Digitas explored why measurement has become central to marketing strategy, what is holding the industry back today, and how Project Eidos aims to enable more interoperable, cross-channel measurement. (<u>Watch on demand here</u>)
<u>State of Data 2026: The AI-Powered Measurement Transformation: Implications for Attribution, Incrementality, and MMM</u> February 2026	Marketing performance has never mattered more, and yet the systems used to measure it are under strain. This <u>report</u> examines this inflection point, exploring how AI is being applied across attribution, incrementality testing, and marketing mix modeling (MMM), where the buy side believes AI can deliver impact in the next one to two years, and what foundational gaps must be addressed to modernize measurement responsibly and at scale. The report is based on a survey of more than 400 senior planning and analytics decision-makers at U.S. brands and agencies, conducted in partnership with BWG Global. Among the key findings: advanced measurement today falls short on its core promises and AI can potentially narrow the gap, but few AI risk solutions are in place today.
<u>Modernizing MMM, Attribution & Incrementality with AI Webinar</u> March 2026 <State of Data Webinar>	The State of Data 2026 report examines how marketers and agencies are navigating a measurement ecosystem that is fundamentally broken, shaped by privacy changes, fragmented proprietary platforms, and inconsistent cross-channel approaches that limit the ability to connect media exposure to business outcomes. This <u>companion webinar</u> reveals the findings and outlines a pragmatic roadmap for reducing waste, improving interoperability, and making smarter, more resilient measurement investments over the next one to two years.
<u>From Influence to Impact: The State of Measurement in Creator Marketing Webinar</u> March 2026	The creator economy has outpaced the systems built to measure it. As brand investment accelerates, marketers are struggling to compare creator performance to other media channels, reconcile fragmented metrics, and demonstrate impact beyond vanity engagement. This webinar explores the current measurement landscape in creator marketing. This webinar is part of <u>The As-Is Measurement Landscape in the Creator Economy</u> report released in January 2026 and was accompanied by a <u>LinkedIn carousel</u> , Insights Engine stats, and a byline/blog post that will be published soon.



<u>IAB+ Open Measurement and Ad Creative ID Framework Workshop</u> May 2026	The IAB Media Center in collaboration with the IAB Professional Development and Education team held this workshop on how IAB Tech Lab's Open Measurement SDK and Ad Creative ID Framework (ACIF) work together to improve viewability, measurement, creative consistency, and fraud reduction across mobile, web, video, and CTV. The <u>VOD is available to registrants</u>.
<u>Standard Advertising Terms & Conditions: Direct Buy Addendum + General Terms</u> May 2026	IAB has released an updated, modular legal framework designed to modernize how digital advertising agreements are structured, negotiated, and executed. The <u>T&Cs documents</u> establish a shared legal foundation for direct digital advertising transactions while preserving flexibility across buying models, formats, and technologies.
<u>Campaign Data Standards 1.0 for Public Comment</u> May 2026	Campaign Data Standards is an industry-led initiative, developed through Project Eidos and the Measurement Advisory Committee, to standardize how campaign data is structured, classified, and connected across platforms, channels, and partners. This document will be <u>open for public comment</u> through June 14.
<u>State of Data 2026: Data Foundations First – Fueling Fast, AI-Driven MMM</u> May 2026 <State of Data Webinar>	Before accelerating MMM, brands must build a clean, structured, scalable data foundation. Measurement success is architectural—not algorithmic—and there won't be any AI value for MMM until the poor state of the data is addressed. Once it has been addressed, the value unlocked is significant. This <u>webinar</u> explored the current state of marketing data and its impact on measurement readiness, why data foundations are critical before accelerating MMM and AI-enabled measurement, the growing demand for faster measurement cycles, and what organizations can do to improve data readiness and practical perspectives on modernizing measurement.
<u>IAB Pulse: Unifying & Harmonizing Campaign Data to Improve Measurement</u> June 2026	This <u>IAB Pulse (Digital Simplified) conversation</u> explores the Measurement Reporting and Data Classification Framework and Project Eidos, including what they mean for the future of measurement and programmatic advertising. IAB Pulse host Chris Bruderle, VP of Industry Insights & Content Strategy, was joined by Angelina Eng, Vice President of the IAB Measurement Center, and Rachel Mervis, Director of Programmatic at Quigley-Simpson for the discussion around the newly released Campaign Data Standards 1.0 framework, part of Project Eidos.



The Streaming Evolution

Initiative	Overview
<u>IAB Newfronts 2026</u> <i>March 23-26, 2026</i> <i>New York City</i>	Earlier this year, the IAB NewFronts once again demonstrated why it remains the industry's leading digital content marketplace—bringing together brands, media buyers, and the most innovative voices in digital video. Among the key takeaways from this year's event: The industry has shifted from impressions to outcomes; AI is transforming measurement, retail media, and video are now fully converged; and creators have become core to video strategy. You can see <u>highlights</u> from the event and <u>watch it on demand here</u> .
<u>IAB+ Outcome Gap in CTV + ECAPI Workshop</u> <i>April 2026</i>	The IAB Media Center, in collaboration with the IAB Professional Development and Education team, facilitated this <u>workshop</u> to guide how the <u>Event Conversion API (ECAPI)</u> can standardize measurement, enable privacy-safe data collaboration, and help CTV deliver the same performance outcomes marketers expect from channels like search and social. Participants also learned about the areas of fragmentation across digital video channels, the IAB standardized measurement approach for CTV, all about ECAPI, and how to effectively organize across partners to use ECAPI for measuring outcomes in CTV. <u>VOD is available to registrants</u> .
<u>2026 IAB Digital Video Ad Spend & Strategy Report: Part One</u> <i>May 2026</i>	This <u>report</u> provides a comprehensive view into the evolving U.S. TV and digital video marketplace—highlighting where ad dollars are flowing, what's driving growth, and how AI is reshaping the future of video. Part one focuses on market dynamics and growth trends across CTV, social video, and online video. The findings reveal that U.S. digital video ad spend is projected to surpass \$80B in 2026, growing 11% year-over-year—nearly 20% faster than the total ad market—and accounting for more than 60% of total TV/video ad spend for the first time. Part two will be released on July 14 at the <u>2026 IAB Video Leadership Summit</u> and will explore the strategic decisions and frameworks shaping how buyers and sellers are capitalizing on this growth.

Emerging Tools, Tech & Creative

Initiative	Overview
AI Transparency & Disclosure Framework Promotions <i>March-April 2026</i>	To support the IAB AI Transparency & Disclosure Framework that launched in January 2026, IAB created a carousel on LinkedIn encouraging industry professionals to reflect on how they disclose AI use in advertising, using the framework as a guide to more responsible and transparent practices. We also developed two LinkedIn polls: one asking industry professionals to choose when an AI disclosure label should be required on an ad and another exploring how organizations handle AI disclosure labels.
AI-Powered Video Outcomes: Agentic AI <i>March 2026</i>	For marketers, advertisers, publishers, and ad tech leaders, understanding AI is now critical. The new quarterly series, AI-Powered Video Outcomes, covers the impact of artificial intelligence across the digital video ecosystem, from planning and execution to measurement, creative production, and privacy. This first edition breaks down where agentic AI is already appearing in the ecosystem, and the operational changes organizations must prepare for as autonomous systems begin to influence media decisions.
2026 IAB Connected Commerce Summit <i>April 2026</i>	At the 2026 IAB Connected Commerce Summit, brands, retailers, and platform leaders discovered new insights regarding the future of retail media, engaged with trail-blazing case studies, and connected with industry innovators ready to transform commerce into a truly connected experience. Collin Colburn, Vice President of Commerce and Retail Media at IAB, delivered the keynote address and wrote this recap of the event highlights.
Creators Aren't Competing with AI. They're Powering It <i>April 2026</i>	AI doesn't just learn from what creators publish. It learns from how people respond. Every comment, question, and reaction becomes part of the feedback loop that helps AI sound more human. In that sense, the Creator Economy isn't just producing content. It's producing training data. To explore this shift and where it's going next, Zoe Soon, Vice President of Creator and Gaming at IAB sat down with Jasmine Enberg who has spent over a decade analyzing the Creator Economy and just last year co-founded Scalable, a dedicated media company focused on covering the business of the Creator Economy.

<u>Winning the Agentic Shelf: A Practitioner Deep Dive Webinar</u> May 2026	The race to appear in AI-driven shopping experiences has started, but brands and retailers are optimizing for a channel that's continually shifting. In this practitioner-focused webinar, Collin Colburn, Vice President of Commerce and Retail Media at IAB, and Mirakl's Head of Agentic Commerce Amelia Van Camp go beyond the strategic overview to get specific about what it takes to compete on the agentic shelf. From catalog enrichment and generative engine optimization (GEO) to sponsored placements inside LLMs, this session analyzes the infrastructure decisions, data requirements, and channel priorities that will separate leaders from laggards in agentic commerce, and what you should be building right now.
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Privacy & Addressability

Initiative	Overview
<u>IAB Public Policy & Legal Summit</u> March 31, 2026 Washington, D.C.	This flagship one-day summit convened leaders from the advertising, media, technology, and government sectors to address the most pressing legal, regulatory, and policy issues affecting the digital advertising ecosystem. The program brought together senior industry executives, legal experts, policymakers, and regulators for in-depth discussions on emerging challenges, evolving compliance requirements, and the future direction of digital advertising in a complex regulatory landscape.

IAB Tech Lab

IAB Tech Lab focuses on tech standards and solutions to drive innovation and growth. Key accomplishments since the last board meeting include:

- [Content Monetization Protocols \(CoMP\) API v1](#) – Just 50 days after being released for public comment in March 2026, the [CoMP](#) API was finalized and is ready for adoption. This critical specification creates a transport mechanism for AI systems and content owners to exchange content based on usage reasons once a licensing agreement is in place.
- [The Agentic Advertising Management Protocols \(AAMP\) 2.0](#) – AAMP is an open-source initiative by the IAB Tech Lab that provides transaction-ready software development kits (SDKs) for AI agents to autonomously discover, negotiate, and book digital advertising campaigns. AAMP 2.0 evolves AI from a theoretical concept to working infrastructure, allowing buyer and seller agents to process briefs and interact securely without manual intervention.

- [Tech Lab Agent Registry](#) – Hosted in the Tech Lab Tools Portal, this resource lets any logged in company register their agents and their skills. In the first two months since the March 2026 launch, over 25 agents have been registered.
- [AAMP Integrated into PMG Alli Platform](#) – Independent agency PMG has integrated the AAMP Buyer Agent SDK and Agent Registry into their Alli operating system, which manages all buying transactions at the agency. This is a huge vote of confidence in the value of standards-based agentic buying and selling.
- [Live Attributes in OpenRTB](#) – The programmatic supply chain finalized signals for “live” events in OpenRTB. The updates standardize bidstream signals that help define whether content is a livestream, real-time, or a first broadcast, along with enhancements that allow more explicit communication of pricing and discounting between supply and demand platforms.
- [Live Event Ad Playbook \(LEAP\) Forecasting API](#) – The second phase of the live events ad playbook initiative, the LEAP Forecasting API creates a standardized specification for partners to exchange schedule and expected audience size information related to live events to help buyers plan more effectively, and for technology partners to manage their bandwidth, enabling all parties to gain maximum value from these events.
- [CTV Ad Portfolio Signaling](#) – After defining the attributes of the CTV Ad Portfolio formats in early 2026, in May 2026 the Tech Lab released the signaling attributes in VAST, AdCOM, and the Native API that will identify these formats, including Pause and Menu Ads, in the bidstream. This enables these formats to be traded programmatically, rather than using the current manual processes.
- [Programmatic Governance Council](#) – The Council is a new industry body designed to bring together media buyers, media owners, and ad tech platforms to ensure that programmatic advertising’s automation and AI reshape digital advertising with transparency and consensus.
- [Questions Buyers Should Ask Their CTV Provider](#) – In partnership with the World Federation of Advertisers (WFA), the Tech Lab produced a guide for buyers of CTV and streaming inventory around the world. The guidance has a focus on how standards, including [OM SDK](#), LEAP, and the CTV Ad Portfolio create trust and efficiency for buyers of streaming advertising.
- **Privacy Lab** – To boost the adoption of privacy-enhancing technologies (PETs) in the ecosystem, Tech Lab launched a free sandbox in the [Tools Portal](#). In the Privacy Lab, users can evaluate the impact of different PETs, including differential privacy and k-anonymity on their data.
- [Events and Conversion API \(ECAPI\)](#) – The standardized specification has been finalized and is ready for adoption. This provides a boost to performance-based advertising by creating a standard set of fields that can be used to exchange conversion data between partners.

IAB Tech Lab recently hosted its [IAB Tech Lab Summit 2026: Welcome to Agentic AI](#). The sold-out event, held in New York City on May 28, examined how AI adoption by consumers and businesses is transforming the web and enabling agentic interactions with content, data and systems. Through three key pillars, the Summit explored the evolving agentic consumer experience, the emergence of an agentic web economy, and the impact of agentic AI on advertising, including implications for content distribution, rights management, attribution, measurement, and open industry standards.

IAB Public Policy & Legal Affairs

The IAB Public Policy and Legal Affairs teams advocate for members in the complex current policy and regulatory landscape in the U.S. and around the globe. In addition to the IAB Public Policy & Legal Summit in March in Washington, D.C. mentioned above, additional recent key initiatives and activities

include:

- **IAB Due Diligence Platform Expansion** – Major updates to the platform help digital advertising partners prepare for evolving 2026 privacy regulations through streamlined vendor participation and AI-assisted compliance workflows. The enhancements include free vendor response capabilities, expanded AI tools for automating RFIs and assessments, and updated privacy modules aligned with new U.S. state laws and enforcement priorities, including expanded guidance around the collection and use of third-party data.
- **IAB Policy & Compliance Spotlight Series** – In March the Spotlight focused on pending comprehensive privacy legislation in Maine and recent legislative efforts in Congress to protect kids online, particularly as it relates to COPPA 2.0. The April Spotlight focused on the *SECURE Act* with Giulia Leganski, Chief Counsel, House Energy and Commerce Subcommittee on Commerce, Manufacturing, and Trade, and the impact of state and federal wiretapping class action litigation around real-time bidding processes with Xeris Gregory, Associate, Polsinelli, and Matt Pearson, Partner, Frankfurt, Kurnit, Klein & Selz. The May Spotlight focused on proposed Vermont omnibus privacy legislation and the minority perspective on the *SECURE Act* and privacy legislation.
- **Global Privacy Platform (GPP) Health Check Self-Assessment Template** – This resource is designed to support publishers in meeting the Annual Operational Gap Assessment requirement under Section 4.7 of the Fifth and Restated Multi-State Privacy Agreement (MSPA). Under the Fifth MSPA, each first-party publisher must either conduct an Operational Gap Assessment in accordance with this released IAB standard and assessment documentation or enlist an IAB preferred partner to perform the assessment. IAB identified Charles River Associate as its first preferred partner to support first-party publishers with this requirement.
- **Lunch and Learn: Addressing the MSPA's Publisher Operational Gap Assessment Requirement** – This session reviewed the IAB Publisher GPP Health Check Self-Assessment Template which was designed to help Publishers meet the Annual Operational Gap Assessment requirement required under the Fifth Amended and Restated MSPA. The session also covered practical considerations for completing the health check through completion of the self-assessment or through third-party preferred partner, Charles River Associates.
- **Commerce and Retail Media Network Consumer Reasonable Expectations Survey** – The survey focused on the use of Retailer Purchase Data and Combined Data, which includes personal data, for digital advertising by both first-party retailers and third-party advertising. This survey highlighted that almost three-quarters of respondents (300 surveyed) were either neutral, somewhat agreed, or strongly agreed that they expect their data to be used by a retailer or advertiser to perform both onsite and off-site advertising.
- **NAAG Working Group MSPA Presentation** – Presented to the Fifth Amended and Restated Multi-State Privacy Agreement to the National Association of Attorneys General Working Group, this session highlighted how the MSPA drives compliance with state privacy laws and seeks to help the industry level-up on privacy while establishing a common framework for Signatories. Specific points discussed included highlighting new due diligence, accountability, and gap assessment requirements while pointing out the focus on bringing in advertisers and going forward with a national approach only.
- **Public Policy Privacy Working Group Meetings** – Each month the Legal and Public Policy Department held Public Policy Privacy Working Group meetings to discuss federal privacy legislative policies, including state and federal privacy laws, children's privacy issues, and other litigation topics affecting members.

- **Commerce and Retail Media Network Privacy Working Group Meetings** – A C/RMN Privacy Working Group meeting was also held monthly to discuss key privacy issues in C/RMNs, i.e., where advertisers serve as publishers on behalf of third-party advertisers or support off-site advertising for third-party advertisers. The group is examining the service offerings and use cases in C/RMNs to establish a working C/RMN Service Offering Taxonomy which will be tied to the IAB Due Diligence Platform offerings.

Internet for Growth (I4G)

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. Recent I4G efforts include:

- **Capitol Hill Advocacy Fly-In** – In May, I4G convened small business leaders in Washington, D.C., for the fourth annual Capitol Hill advocacy fly-in following National Small Business Week. Over 20 participants met with congressional offices including Senators Lindsey Graham, Tim Scott, Andy Kim, and Cory Booker and Representatives Frank Pallone, Jim Clyburn, and Glenn Grothman—members serving on key committees such as Judiciary, Commerce, and Small Business. Entrepreneurs representing sectors including specialty manufacturing, local retail, agricultural products, and data-driven marketing services shared firsthand how digital advertising supports customer outreach, competitiveness, and growth. Meetings took place as Congress considers national privacy legislation, including the SECURE Data Act, reinforcing support for a clear federal privacy framework, responsible AI adoption, and opposition to new digital advertising taxes that raise costs for small businesses.
- **Local Media Placements and Outreach** – I4G members continue raising awareness nationwide about the importance of data-driven digital advertising through local media placements highlighting small business and creator perspectives across diverse communities. So far in 2026, coalition members have appeared in more than a dozen outlets, including the Delaware Business Times, where the Delaware Black Chamber of Commerce emphasized how [digital advertising expands visibility for minority-owned businesses](#). In Wisconsin, business owners described how targeted advertising helps local firms [reach customers efficiently and affordably](#), while agricultural entrepreneurs highlighted its role [connecting family farms with nearby communities](#). Additional commentary from New Jersey leaders underscored how digital tools help businesses [manage rising costs and remain competitive](#). These placements are complemented by the [Internet for Growth YouTube channel](#), which features member video stories that give policymakers direct access to real-world small business perspectives on digital advertising policy.
- **In-State Meetings** – Between February and June 2026, I4G organized more than a dozen in-state meetings connecting small business owners and creators from Wisconsin, New Jersey, South Carolina, and Delaware with congressional offices including Senators Cory Booker, Andy Kim, Tim Scott, Lindsey Graham, Chris Coons, and Tammy Baldwin and Representatives Frank Pallone, Tom Kean, Glenn Grothman, Scott Fitzgerald, Tom Tiffany, Lisa Blunt Rochester, and Sarah McBride. Participants met with district directors and policy staff to share how data-driven advertising supports growth and local competitiveness. Coordinated alongside the coalition's annual fly-in, these engagements reflect I4G's nationwide grassroots strategy. Across the

campaign overall, the coalition has now organized more than 200 meetings with congressional offices nationwide.

- **Expanding Awareness** – I4G expanded its reach with small business audiences in priority states through broadcast, radio, and member-led digital advocacy highlighting how data-driven advertising supports competitiveness and local economic growth. Interviews on [ON New Jersey](#), a statewide streaming news network, and regional radio programs in Delaware and Wisconsin connected I4G’s policy message with business communities and policymakers. Coalition members also amplified these efforts through online professional networks, sharing perspectives from [meetings with congressional offices](#), and [encouraging small businesses to engage on digital policy issues affecting marketing access and costs](#). Together, these placements strengthened Internet for Growth’s presence in state-level policy discussions and reinforced its role as a grassroots voice for small businesses in the digital economy.

IAB Professional Development and Education

The IAB Professional Development and Education team produces a series of tailored, private instructor-led courses for key accounts. The following courses were delivered in the first half of 2026:

- **Digital Fundamentals for Retailers and Merchants Training** – As retail media continues to grow, the lines between shopper marketing, trade marketing, and media will blur. New digital terms, ad formats, data expectations, and buying models are entering day-to-day retail operations. This training gave retail and merchant professionals the essentials needed to confidently operate in this ever-evolving space. In this 90-minute course, attendees learn how media is bought, sold, measured, and optimized in a retail context, and how programmatic technology enables automated media buying.
- **Retail Media Measurement and Creative Optimization Workshop** – For the Meta enterprise account, IAB conducted two instructor-led courses for the Reality Labs teams in North America, Europe, and APAC. The training covered retail media measurement constraints across data access, placements, and budgets, how to apply a consistent measurement framework across onsite, off-site, and in-store media, optimizing across funnel stages and retailers using audience, placement, and spend levers, and translating insights into budget and creative action grounded in real retailer reporting.
- **Communication & Sales Training** – For the Doing Things enterprise account, IAB conducted a half-day workshop in partnership with Burst Trainings to increase the team’s ability to connect, communicate, and collaborate in a range of settings. Among the topics covered were how to run engaging meetings, executive presence, active listening, and renegotiating “no.”

IAB +

- In March, IAB+ hosted its first **Q1 2026 Trends Webinar**, featuring guest speaker Jon Halverson, Chief Digital & Marketing Officer at Kenvue. Jon joined Chris Bruderle, VP of Industry Insights & Content Strategy at IAB, to discuss Chris’ latest Trends Report, exploring the forces expected to reshape the industry and sharing key predictions for 2026.
- IAB also held a series of implementation and adoption workshops for IAB+ subscribers. In March, we partnered with Caroline Giegerich, VP of AI at IAB, to deliver the **AI Personalization at Scale Workshop**. The session focused on helping organizations move AI personalization from isolated



pilot programs to scalable production using IAB's Briefing-Building-Benchmarking framework, as outlined in the IAB AI Personalization Playbook.

- In May, we collaborated with Jamie Finstein, VP of the Media Center at IAB, and IAB Tech Lab to host the **Outcome Gap in CTV + ECAPI Workshop**. Participants learned about the areas of fragmentation across digital video channels, the IAB's standardized measurement approach for CTV, IAB Tech Lab's ECAPI, and how to effectively organize across partners to utilize ECAPI for measuring outcomes in CTV.
- Also in May, in partnership with Jamie Finstein and IAB Tech Lab, we delivered the **Open Measurement and Ad Creative ID Framework (ACIF) Workshop**. In this workshop, participants learned about the standardized ecosystem of Open Measurement SDK (OM SDK) and ACIF; how OM SDK supports MRC standards across mobile, web, video, and CTV, allows for accurate cross-platform frequency capping, and helps fight ad fraud. The workshop also covered how to identify which of your partners support these standardized signals, how to draft language to ensure all inventory is served with OM integrations and registered UniversalAdIds (ACIF), and how to incorporate ad registration into your workflows.
- To deliver key updates between Quarterly Trend Webinars, IAB+ released three **Digital Digest Newsletters** in February, April, and May, to keep subscribers in the know, and in the now. These Digital Digests also act as a main source of information for upcoming IAB+ webinars and workshop registrations.

Financial Management

IAB financial health continues to be solid, with the organization on track to hit its budgeted goal of \$23.2 million for member dues revenue through June 1. New member acquisition has brought in close to \$1 million since the beginning of the year and is on pace to exceed the annual goal. This momentum helped offset \$2.2 million in cancellations through April, which remains within the projected annual attrition estimate.

Performance across the event portfolio was mixed but strategically balanced. The flagship 2026 IAB Annual Leadership Meeting (ALM) in February was a major success from a content and thought leadership perspective, although it fell short of its revenue goal by \$1 million as member companies navigated macroeconomic challenges and budget cutbacks; however, proactive cost management mitigated the financial impact. The IAB NewFronts and the IAB Public Policy & Legal Summit both met their projected sponsorship goals, outpacing attendance expectations. IAB elected to cancel the new 2026 "Uncharted" event due to scheduling, sponsorship and attendance challenges, resulting in a \$300,000 revenue miss. Combined revenue assumptions for the remaining 2026 events are projected flat to budget.

Within the IAB Centers of Excellence, board revenue remains on target. Softness in the Experience Center Board was successfully offset by the new AI Board, which increased its projected revenue by 55% versus the original budget. Meanwhile, the Professional Development and Education team revenue remains flat to the original budget as goals shifted away from public training and IAB+ workshop sponsorships and toward e-learning and private, instructor-led training.

Research revenue is on track. IAB achieved 75% of its \$50,000 goal for the new IAB Insights Engine offering as of April 1 and expects to accelerate monetization later this year. Other revenue streams,



including international affiliate licenses, the diligence platform, and sponsored work products, remain on target.

While total IAB revenue is projected down \$1.3 million (3%) against budget, aggressive cost controls successfully offset the shortfall. IAB realized \$1 million (12%) in cost of goods savings, driven by rapid pullbacks in event fulfillment (\$570,000), canceling the "Uncharted" event (\$270,000), and changing the scope of the 2026 State of Data study (\$41,000). An additional \$340,000 in operational savings was captured through open headcount, reduced marketing video spend, and lower depreciation from 2025 write-offs. This diligent management kept projected net income flat to budget at \$0, while successfully maintaining bonus pool funding at 50%.

Overall, IAB continues to manage expenses closely to support an ambitious agenda for the remainder of 2026 and beyond.

New Members

Since the last meeting in February 2026, 32 new members have joined IAB. All members have access to voting board membership, center of excellence leadership, and legal and public policy resources.

Adgentek	Emberos	OpenAI
Agentio	Falcon Digital Labs LLC	Openinfluence
Beast Industries	Frequency	Oxford Road
Bimbo Bakeries	Genius Sports	Partnerize
Bluefish.ai	IQRush	Patientpoint
Brandlight	Life360	Privado
Circana	Lifesight Pte Ltd	Prudential Financial
CleanTap	LoopTV	Reddit
Coactive.ai	Metal Toad	XDOTG
Collectively	Minty	Zenaps
DSPolitical	Newton Research	

Thank you for your ongoing support and engagement. As we celebrate 30 years of our digital advertising, marketing, and media industry with IAB's 30th anniversary this year, I'd like to recognize all that we've built together and keep on building. Cheers to our resilience, growth, and innovative spirit! I look forward to working together to ensure our industry's continued growth and success.

With gratitude,

David A. Cohen
Chief Executive Officer, IAB