



IAB Board of Directors CEO Report

September 10, 2026

By David Cohen

I'm old enough to remember when the summer was a slow time in our business.

This summer is yet another reminder that those days are a fleeting memory. We're all busier than ever.

The huge winner of the World Cup was streaming: up [triple digits](#) in revenue vs Qatar in 2022. Streaming upfront ad spend also soared – by [some accounts](#) up +30% to \$17.2 billion vs a year ago. But nobody, not even streamers, have it easy right now. Every conversation I have these days is the same story: there's growth to be had, but even for the largest players there are no easy wins. It's a pressure cooker, a fight for every dollar. Companies that want fast growth are looking to M&A as the way to find it.

As we plan for 2027, it's less about silos than ever. You can't talk about creators without talking about commerce, and you can't talk about either without AI, or streaming, or gaming, or the fact that unified measurement is still a work in progress. That's one of the reasons why we're bringing the [IAB CreatorFronts](#) (part of the [IAB Global Creator Week](#)), [IAB Podcast Upfront](#), and the [IAB PlayFronts](#) together for the first time this year.

And there are entirely new things we need to figure out how to measure, like TIME magazine serving ads to AI agents. Visibility in AI will be a big focus in the year ahead—if you haven't looked at "[Measuring Visibility in the AI Era](#)" yet, you really should—but first we have to tackle the rest of 2026.

What happens with the war in Iran, how much inflation outpaces job growth, and what happens in perhaps the most consequential midterm election in recent memory are all enormous questions.

What happens in Q4 retail won't give us all the answers, but it will be a vital data point.

As Summer 2026 draws to a close, it is fair to say that it isn't quite the idyllic break it used to be, but I hope you made the most of it this year. As we have been saying around the halls of IAB, gear up because the sprint until the end of the year is officially **on**.

Here are the most significant accomplishments since the last IAB Board meeting.

With gratitude,

David Cohen
Chief Executive Officer, IAB

Ecosystem Health

Initiative	Overview
<u>Guidelines for Redesigning Work in the AI Era</u> <i>June 2026</i>	Created in collaboration with the IAB Talent Development Council and Alvarez & Marsal, IAB's Consultancy in Residence, this guide provides a practical framework for redesigning work in the AI era. It helps media and marketing leaders move beyond experimentation to scale AI effectively by rethinking workflows, roles, and operating models—while driving productivity, efficiency, better decision-making, and revenue growth. The report was also the foundation for a 90-minute members-only <u>workshop</u> that offers practical approaches to redesigning workflows, so AI supports execution while human talent focuses on judgment, strategy, and creativity.
<u>IAB Q2 Trends Report and IAB+ Webinar</u> <i>June 2026</i>	IAB Quarterly Trends Reports serve as recurring examinations of the forces reshaping the industry. We synthesize insights from recent news coverage, IAB research, and third-party analysis to identify the most significant developments over the past few months. The accompanying IAB+ webinar featured special guest Shelly Palmer, CEO of The Palmer Group who was interviewed by the report's author, IAB Vice President of Industry Insights & Content Strategy, Chris Bruderle, to unpack the latest findings and what they mean right now for member marketing and advertising strategies.
<u>IAB Pulse: The New Playbook for Revenue Leaders</u> <i>August 2026</i>	This IAB Pulse “Let's Chat” episode focused on how AI is changing the way media companies grow revenue, and the role of the CRO is evolving just as quickly. IAB's Sheryl Goldstein joined IAB Pulse Host Chris Bruderle to unpack what today's revenue leaders are really being measured on, why AI fluency is becoming a core sales skill, and how trusted content is reshaping publisher value in the age of LLMs. They also discussed the rise of creators as publishers, shifting ad buyer sentiment heading into H2, and what sellers need to do differently to stay ahead in an increasingly dynamic market.
<u>IAB Europe Retail Media Roundtable: The Convergence and Coexistence of Trade and Media</u> <i>July 2026</i>	In this episode of the IAB Europe Retail Media Roundtable podcast, Collin Colburn, Vice President Commerce & Retail Media, joins Yara Daher, Retail Media Consultant at IAB Europe, and Lisa Avery, Director of Customer Success EMEA at Zitcha, as they explore how organizations can break down internal

	silos, align trade and media objectives, and build more effective approaches to measurement, accountability and commercial planning. They also share practical steps brands and retailers can take to improve collaboration today.
<u>Building a More Competitive Commerce Media Ecosystem [Video]</u> <i>June 2026</i>	This short video explainer explores how commerce media networks can compete and grow in a maturing market through six strategic paths and is a companion to the <u>Building a More Competitive Commerce Media Ecosystem</u> report, a comprehensive guide released in April.
<u>IAB AI Transparency and Disclosure Framework V2</u> <i>August 2026</i>	Building on the original framework, this version provides practical, industry-wide guidance for when and how AI involvement in advertising and marketing content should be disclosed. Using a risk- and materiality-based approach, it establishes common disclosure principles and labeling guidance designed to promote transparency and protect consumer trust without creating unnecessary disclosure fatigue.
<u>IAB's Take: AI Transparency and Disclosure</u> <i>August 2026</i>	In this video, Caroline Giegerich, Vice President of AI, explores one of the central questions behind the <u>AI Transparency and Disclosure Framework V2</u> : when should AI involvement in advertising be disclosed? She explains IAB's practical, risk-based approach to drawing the line, focusing disclosure on uses of AI that could materially mislead consumers about what they are seeing or hearing.

Measurement & Attribution

Initiative	Overview
AI Era Attribution Working Group <i>June 2026</i>	As AI agents, conversational interfaces, voice assistants, and recommendation engines increasingly shape consumer journeys beyond traditional impressions and clicks, the blueprint will define practical approaches for crediting influence across machine-mediated discovery, consideration, and purchase. This invitation-only working group brings together industry leaders to develop a shared blueprint for measuring and attributing AI-influenced outcomes across organic and paid AI exposures.

<u>2026 IAB Measurement Leadership Summit</u> <i>July 2026</i>	The 2026 IAB Measurement Leadership Summit brought together senior data, analytics, and measurement leaders for a strategic forum focused on advancing how the industry defines and delivers marketing performance. Grounded in insights from the IAB State of Data 2026 report, the summit convened media executives to align on the priorities, frameworks, and innovations needed to modernize measurement in an increasingly complex, privacy-conscious media landscape. You'll find a recap of the key highlights here.
<u>Measuring Visibility in the AI Era Framework</u> <i>August 2026</i>	This framework establishes standardized guidelines for tracking brand and publisher visibility across AI-powered discovery platforms. The framework introduces common metrics, measurement quality standards, and transparency requirements to help brands, agencies, publishers, and measurement providers evaluate AI visibility data with greater confidence and consistency.
<u>IAB's Take: Measuring Visibility in the AI Era</u> <i>August 2026</i>	In this IAB's Take video, Caroline Giegerich, Vice President of AI, introduces the 4 Ps of AI Visibility and explains how they support more consistent, trustworthy measurement of brand and publisher visibility across AI-powered discovery platforms.
<u>Campaign Data Standards 1.0 [Final]</u> <i>August 2026</i>	IAB finalized Campaign Data Standards 1.0, establishing a shared framework for describing advertising experiences and the inventory in which they appear across platforms, channels, and campaign systems. Developed through the IAB Project Eidos Initiative and the Measurement Advisory Committee, the standards establish two complementary taxonomies that provide a common language for organizing campaign data across planning, activation, reporting, and measurement. They are designed to reduce the custom mapping, manual reconciliation, and inconsistent classification that can make it difficult to compare campaign performance across platforms, partners, and channels.
<u>Unlocking the Power of Data Driven Audio</u> <i>August 2026</i>	Advances in data delivery, identity frameworks, and interoperability are making it easier for audio to participate in the same planning, activation, optimization, and measurement workflows as other digital media. This paper explores how this new level of interoperability with the broader advertising ecosystem facilitates better integration into omnichannel strategies and better understanding of audio's contribution to business outcomes.



Privacy and Addressability

Initiative	Overview
<u>Legal Issues Regarding Influencer Marketing in the Age of AI Webinar</u> <i>June 2026</i>	Focusing on the evolving legal, business, and regulatory considerations involved in influencer marketing agreements, this webinar was designed for lawyers advising brands, agencies, influencers, and others in the creator economy. The session explored key contracting and negotiation issues, including the growing impact of AI, brand and influencer expectations, influencer commerce, persona and content rights, usage restrictions, and considerations when working with SAG-AFTRA talent.
<u>IAB Multi-State Privacy Agreement Update</u> <i>June 2026</i>	IAB circulated a notice of upcoming revisions to the Fifth Amended and Restated Multi-State Privacy Agreement to the publisher Annual Operational Gap Assessment. Additionally, Version 1.5 of the Technical Signal Implementation Guidelines was updated to provide greater clarity on how to comply with the Fifth Amended MSPA during the transition period from Version 2 of the GPP MSPA U.S. National Section technical specification to Version 3. The webinar covering key changes and practical implications for advertisers is available <u>on demand</u> .
<u>Publisher Compliance Insights</u> <i>June 2026</i>	IAB released a Publisher Compliance Insights <u>report</u> , sponsored by Didomi, which highlights publisher compliance trends shaping risk today and the steps companies may need to consider as they prepare for 2027. The report examines how privacy enforcement is moving beyond surface-level disclosures to focus on whether opt-outs work, whether data uses align with consumer expectations, and how compliance obligations are evolving across web, app, and connected TV environments. It also examines key developments around children's privacy, CTV consent and disclosure requirements, pixel and tracker-based litigation, and upcoming 2027 changes that may affect opt-out rates, age-signal obligations, and <i>Video Privacy Protection Act</i> risk.
<u>Online Tracking Technology Governance and Insights Webinar</u> <i>June 2026</i>	This webinar brought together leaders from advertising, legal, privacy, and compliance to examine the evolving governance and regulatory challenges surrounding online tracking technologies (OTTs) in digital advertising. The session explored how OTTs are used in



	AI-enabled environments for optimization, measurement, and retargeting, along with strategies for managing risk under CIPA, ECPA, and other privacy and wiretapping laws. The discussion also addressed emerging regulatory trends, vendor oversight, responsible data use, consumer trust, and requirements for honoring Global Privacy Control (GPC) signals.
<u>IAB Digital Advertising Policy Resource Center</u> <i>June 2026</i>	The IAB Legal and Public Policy Team launched the Digital Advertising Policy Resource Center, a non-partisan educational resource designed to help policymakers and other stakeholders better understand the digital advertising ecosystem. The resource provides an overview of how digital advertising works and its economic value, while addressing privacy and consumer protection considerations and highlighting IAB's role in advancing industry compliance and best practices.
IAB Congressional Fly-In <i>June 2026</i>	IAB hosted a congressional fly-in that brought members to Capitol Hill for direct engagement with Members of Congress and congressional staff on key policy issues affecting the digital advertising industry. Participants met with congressional offices to highlight the economic and consumer value of digital advertising, discuss the industry's responsible use of data and privacy compliance efforts, and advocate for balanced policy approaches that protect consumers while supporting a free and open internet.
June Policy and Compliance Spotlight <i>June 2026</i>	IAB hosted a Policy and Compliance Spotlight featuring two timely discussions on key regulatory and privacy developments. The first session, sponsored by SafeGuard Privacy, examined recent Federal Trade Commission enforcement actions and featured a discussion with FTC leadership. The second session, sponsored by Orrick, Herrington & Sutcliffe LLP, focused on evolving federal efforts surrounding children's privacy and the implications for the digital advertising industry.
<u>IAB Diligence Platform - California Risk Assessment Update</u> <i>June 2026</i>	Designed to meet evolving state privacy standards, this updated tool equips digital advertising businesses to systematically evaluate high-risk personal information processing, establish robust safeguards, and balance business utility against consumer risk. The framework now fully incorporates California Risk Assessment mandates through either an integrated reporting appendix or a dedicated state supplement.



<u>IAB Diligence Platform Germany</u> July 2026	IAB, in conjunction with Bundesverband Digitale Wirtschaft, and Nexida and powered by SafeGuard Privacy, launched the Due Diligence Platform in Germany to enable European Union adtech stakeholders to manage and share diligence assessments. The launch establishes the platform as a new industry standard for privacy assessments and due diligence in Germany, bringing consistency, scalability, and efficiency to a process that has historically been fragmented and manual.
<u>Digital Advertising Lunch and Learn – Capitol Hill</u> July 2026	To provide House and Senate staff with a practical understanding of how the digital advertising ecosystem operates and how the SECURE Data Act could affect real-world business practices, IAB hosted a Congressional Lunch and Learn that featured representatives from People, Inc., DoubleVerify, and Google. Speakers shared perspectives on their respective roles in digital advertising and helped illustrate the potential operational implications of proposed legislation.
<u>Protecting America’s Youth: A Balanced Framework for Modernizing Children’s Privacy Law</u> July 2026	This white paper outlines recommendations for addressing privacy and advertising-related risks for minors as policymakers continue to focus on how best to protect children and teens online. The paper examines the evolving youth privacy landscape and offers practical, proportionate recommendations designed to protect minors, support meaningful consent, empower parents, and preserve access to the digital content and services families rely on every day.
<u>Privacy Technology Insights</u> July 2026	IAB, in partnership with Didomi, released this report which highlights emerging trends, practical solutions, and the technologies shaping the next phase of privacy compliance. This issue explores the role of consent management platforms and server-side tagging in managing consent, controlling data flows, and creating records that can help demonstrate whether consumer choices were properly honored. The report also examines the growing litigation risk surrounding the <i>California Invasion of Privacy Act</i> . The report underscores that privacy technology alone does not guarantee compliance; effective implementation, continuous governance, and close coordination with qualified legal counsel remain essential.

The Streaming Evolution

Initiative	Overview
<u>IAB Video Leadership Summit</u> <i>July 2026</i>	The 2026 IAB Video Leadership Summit convened senior leaders across the video ecosystem for a strategic, working forum to shape the future of digital video and CTV. Building on insights from the IAB Annual Leadership Meeting and last year's summit, media executives actively participated in defining the priorities, frameworks, and collective actions needed to move the industry forward. Explore more highlights and key takeaways here.
<u>2026 IAB Digital Video Ad Spend & Strategy Full Report</u> <i>July 2026</i> <u>Press Release</u>	Building on the market trends revealed in part one of this research (released in May), this report provides a comprehensive view into the evolving U.S. TV and digital video marketplace—examining not only where ad dollars are flowing, but how buyer expectations around performance, measurement, transparency, and AI (including agentic and generative) are reshaping video investment strategies. As digital video ad spend surpasses \$80 billion in 2026 and continues to outpace the broader ad market, the results reveal that delivering business outcomes on their own, without audience information, does not guarantee campaign success.
<u>Redefining Media Types Standard – Public Comment</u> <i>July 2026</i>	The Redefining Media Types (RMT) Standard introduces a modern framework for classifying video environments based on both the consumer viewing experience and operational signals. The draft standard opened for public comment on July 9 and remained open through Mid-August, giving the industry an opportunity to help shape a framework designed to improve consistency, interoperability, and transparency across the digital video ecosystem. The final version of this paper is scheduled to launch in late September and will be accompanied by a webinar in October.

Emerging Tools, Tech & Creative

Initiative	Overview
<u>AI-Powered Video Outcomes: How AI-Powered Contextual Tools Are Unlocking New</u>	This edition explores how multimodal AI is transforming contextual targeting by analyzing video, audio, speech, imagery, and metadata together to better understand content context. The result is more precise targeting, expanded reach, and improved monetization across premium video

<u>Opportunities for Video</u> <i>June 2026</i>	environments. The guide also explores how multimodal AI improves contextual understanding, ways advertisers can reach highly engaged audiences with greater confidence, how publishers can unlock additional monetization opportunities, and why contextual targeting matters for news, live events, and emerging video channels.
<u>The Business Case for Gaming: A Guide to Play for CMOs and Their Teams</u> <i>August 2026</i>	To help CMOs, senior marketers, agency executives, brand leaders, and media decision-makers understand where gaming fits in business and media/marketing strategy, this guide explains how gaming can support brand awareness, consideration, engagement, conversion, loyalty, and brand equity when the objective, audience, creative approach, trust controls, and measurement plan are aligned. The goal is to help marketers treat play as a serious business and media opportunity, with the same discipline applied to social, CTV, retail media, creator media, video, and other scaled channels.
<u>The Next Phase of AI: From Adoption to Accountability</u> <i>July 2026</i>	AI has become a regular part of consumers' lives. As adoption grows, publishers are feeling the impact of AI-driven content discovery and are seeking greater control over how their content is utilized. In two new studies conducted by the IAB Insights Engine, IAB has uncovered that while AI usage has become mainstream, its long-term success depends on building trust with consumers and creating a sustainable value exchange for publishers. Drawing on surveys of 500 U.S. consumers and 110 U.S. publishers, these two reports (The AI Adoption Era: From Consumer Usage to Rising Expectations and The AI Discovery Shift: How Publishers Are Navigating LLM-Driven Content Discovery) explore how AI is reshaping the digital ecosystem and what industry leaders must do to support its next stage of growth.
<u>AI-Powered Video Outcomes: The Future of Programmatic Video [Q3 Edition]</u> <i>August 2026</i>	This edition explores how AI is becoming embedded throughout the programmatic video supply chain and what it means for the future of programmatic across planning, activation, optimization, forecasting, pricing, and measurement.
<u>The Creator Signal: How AI Systems Interpret Influence in Commerce</u> <i>June-September 2026</i>	This global research fueled discussions at Cannes 2026 and was funded by Nielsen. The goal was to understand how consumers perceive and value the integration of creator perspectives into AI-generated shopping recommendations and identify where/how creators add the most value across the shopping journey. The <u>extended report</u> was <u>just released</u> in September 2026.

IAB Tech Lab

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

- [**Agentic Advertising Matures with AAMP 2.3**](#) – This enterprise-ready update delivers scalable deployment, seamless interoperability, enforceable governance, and pricing that agents can't make up on the fly. It makes audiences transaction-ready and auditable while building deeper industry trust.
- [**Operationalizing Agentic Audiences and AI-Driven Targeting**](#) – Agentic Audiences is a privacy-first framework that uses high-dimensional vector embeddings to target consumers based on deep semantic meaning rather than basic keywords. Thanks to new OpenRTB extensions and Prebid integrations, advertisers can finally swap outdated cookie tracking for real-time, privacy-safe signal matching right inside the bidstream.
- [**Agentic Mobile: The Open Standard That Puts AI to Work on Your Mobile Ad Stack**](#) – Agentic Mobile introduces an open, AI-native standard that lets autonomous agents handle mobile SDK configurations, price floor tweaks, and A/B tests in real time. By standardizing communication across supply- and demand-side platforms via MCP and Agent2Agent protocols, this framework slashes integration friction so mobile ad stacks can finally run on AI-powered autopilot.
- [**A Milestone for the Agentic Advertising Ecosystem**](#) – Tech Lab has taken AI-powered advertising from concept to reality with the Agentic Real Time Framework (ARTF) v1.0. By enabling custom AI bidding, privacy enforcement, and fraud detection to run securely inside isolated containers right within the programmatic bidstream, ARTF lets ad tech partners safely share intelligence and optimize campaigns in real time without their data ever leaving home.
- [**What's New in CTV Ad Format Signaling**](#) – CTV is finally breaking free from custom, siloed integrations with the new CTV Ad Format Signaling standard, which translates non-traditional formats like Pause, Home Screen, and Screensaver ads into the universal language of OpenRTB. By extending existing AdCOM and VAST protocols, this update allows publishers to programmatically sell emerging big-screen inventory while giving buyers complete transparency into how their ads render and perform.
- [**Unlock Faster Data Clean Room Integrations with ECAPI**](#) – The ECAPI Guidelines for Data Clean Rooms adapt the Event & Conversion API standard to streamline server-to-server data sharing. By establishing uniform best practices for hashing, Parquet schemas, and file metadata, these guidelines eliminate custom setup headaches so brands and media partners can quickly package, measure, and optimize campaign performance together.
- [**Privacy Standards Portfolio Updates to Strengthen Privacy Compliance Across the Digital Advertising Ecosystem**](#) – Tech Lab is streamlining global privacy compliance by rolling out major updates to the Global Privacy Protocol (GPP) and finalizing the Data Deletion Request Framework (DDRF) 2.0. By simplifying notice fields to align with the updated Multi-State Privacy Agreement and upgrading data deletion tokens, these updates take the headache out of regulatory shifts so ad tech platforms can handle consent and data wipes with predictable, automated consistency.
- [**Ready for Primetime: Video Ad Guidelines**](#) – Tech Lab is bringing digital video standards into the modern streaming era with the updated Digital Video & CTV Ad Format Guidelines. By modernizing technical specs for high-quality mezzanine files, server-side ad insertion (SSAI), and adaptive bitrate encoding, these updated rules

eliminate creative delivery surprises and ensure non-disruptive formats like Pause and Squeezeback ads render flawlessly across every screen.

- [**Defining the Programmatic Auction**](#) – To demystify how digital ad buys are actually won or lost, Tech Lab, the MRC, and major industry bodies launched the final Programmatic Auction Definitions. By establishing a standardized, common vocabulary for OpenRTB auction mechanics, this guidance brings long-overdue transparency to bid scoring, auction rules, and pricing dynamics so buyers and sellers finally speak the exact same language.
- [**Podcast Measurement Guidelines v2.3 Update**](#) – The Podcast Technical Measurement Guidelines v2.3 refine server-side log analysis, incorporate video podcasts via open RSS, and shift terminology from "listeners" to "podcast consumers." By eliminating measurement discrepancies, this update gives buyers and publishers complete confidence when reporting downloads and ad delivery.
- [**SupplyChain v1.1 Transparency Upgrade to Strengthen Trust in the Open Internet**](#) –By revealing every wrapper, ad server, and tech hop a bid request passes through before reaching a buyer, this upgrade empowers advertisers to streamline supply-path optimization, eliminate wasted duplicative inventory, and trade on the open web with ultimate confidence.
- [**Privacy Tech Workshop**](#) – In June in New York City, Tech Lab hosted a hands-on masterclass in bridging complex regulations with real-world technical execution. Attendees unpacked actual programmatic data flows, demystified Privacy Enhancing Technologies (PETs) and Data Clean Rooms, and walked away with the practical blueprints needed to dodge costly compliance missteps.
- [**Ad Ops Workshop for Advanced TV**](#) – In August, streaming and CTV ad ops leaders gathered in the NYC Ad Lab for an intensive, hands-on masterclass in streamlining modern TV workflows. Participants tackled the practical integration of emerging CTV ad formats, agentic AI frameworks, and the Live Events Ad Playbook (LEAP), walking away with actionable strategies to eliminate operational friction and keep big-screen inventory running smoothly.
- [**June and July Agentic Bootcamp Sessions**](#) – The Tech Lab's summer Agentic Bootcamps brought ad tech builders together—including a special July session hosted by TikTok in NYC—to turn AI concepts into real-world transaction protocols. Across both hands-on workshops, participants dove into live member demos, tested early AAMP SDKs, and collaborated on real-time bidstream integrations to accelerate the industry toward enterprise-ready autonomous trading.
- [**CTV Ad Formats Grow Up**](#) - This webinar explored the official finalization of Tech Lab's CTV Ad Portfolio signaling and guidelines, showing how non-disruptive formats like Pause, Home Screen, and Squeezeback ads are transitioning from custom builds to standardized OpenRTB transactions. Watch to see how updated VAST and AdCOM specs make big-screen interactive inventory transparent, measurable, and ready to scale.
- [**Getting Enterprise Ready with AAMP 2.3**](#) – Autonomous trading is moving out of the lab and straight into production. In this webinar, Tech Lab experts discussed the milestone release of AAMP 2.3, breaking down its major upgrades in enterprise governance, pricing controls, and SDK integrations. Watch to discover how early adopters are leveraging open standards to deploy production-ready AI agents that buy, sell, and negotiate with total transparency and control.
- [**Pilot IAB Tech Lab's Agentic Advertising Management Protocols \(AAMP\) Buyer and Seller Agents**](#) – Ready to lead the shift toward AI-driven advertising? The AAMP Pilot Program gives buy-side and sell-side innovators direct access to production-ready



Buyer and Seller Agent SDKs, backed by hands-on technical guidance from the IAB Tech Lab team. By running real, automated transactions on open standards, pilot participants get to shape the future of AI negotiation, test campaign automation in a live sandbox, and author the industry's very first agentic ad tech case studies.

- [Tech Lab YouTube Channel Update](#) – The IAB Tech Lab YouTube Channel now includes faster, smarter ways to stay ahead in ad tech. Dive into our brand-new Explainer Videos for quick breakdowns of complex standards, or catch up on webinar replays conveniently broken down into chapters so you can skip the fluff and jump straight to the insights you need.

IAB Public Policy & Legal Affairs

The IAB Public Policy and Legal Affairs teams advocate for IAB members in the complex policy and regulatory landscape in the U.S. and around the globe. The most recent efforts are covered in the Privacy & Addressability section above, as well as the following state and federal actions:

- Letter in support of Delaware HB380 which makes recommended updates to the Delaware Personal Data Privacy Act to include third party contracting requirements and due diligence obligations (June 25).
- Letter in response to the Massachusetts Data Privacy Act which emphasized the need to remove the prohibition on selling geolocation data while also underscoring the importance of due-diligence and third-party contracting requirements (June 3 and June 29).
- Letter in support of California SB690, which would amend the California Invasion of Privacy Act to limit vexatious litigation (June 29).
- Comment letter to the House Energy and Commerce Committee related to the markup of the
- Kids Internet and Digital Safety Act to support coupling a willful disregard standard with an actual knowledge standard (June 23).
- Letter in response to California AB1542, which would prohibit covered businesses from selling or sharing sensitive personal data to third parties (July 20).

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:

- In June 2026, Internet for Growth submitted a letter to House Energy and Commerce Committee Chairman Brett Guthrie, Ranking Member Frank Pallone, and committee members supporting a workable national consumer privacy framework. Following engagement with committee staff during the coalition's Capitol Hill fly-in, the letter urged Congress to protect meaningful consumer rights while preserving the affordable digital advertising, e-commerce, social media, streaming, email, and other online tools small businesses use to compete. Drawing on Internet for Growth's "Main Street's Digital

Mandate” research, it highlighted concerns that [restrictive policies could increase advertising costs and consumer prices while reducing access to free online content](#). It also warned that declining state applicability thresholds could expose smaller businesses to complex multistate compliance burdens.

- In July 2026, Internet for Growth organized 11 Massachusetts small businesses into a state advocacy coalition and submitted a letter to the six legislators negotiating the Massachusetts Data Privacy Act. Representing restaurants, retail, healthcare, insurance, real estate, hospitality, automotive services, apparel, and design, the businesses [urged lawmakers to preserve consumer choice, useful location-based services, and workable privacy standards](#). The letter explained that restrictive provisions could weaken digital advertising, analytics, search, social media, and communications tools—even for businesses formally exempt from the legislation. Internet for Growth reinforced the outreach through a statewide press release [framing the debate around competition, affordability, innovation, and small-business growth](#). The release generated 296 syndicated media pickups, including distribution through 85 Associated Press member outlets, extending the coalition’s Main Street message across Massachusetts and regional media markets.
- I4G expanded its Massachusetts advocacy campaign through earned media and business-owner commentary showing how proposed privacy restrictions could affect local businesses and consumers. MassLive featured Julie Centrella, owner of Aine’s Boutique in Reading, who described how personalized digital advertising helps her independent clothing store reach customers and [proved essential to keeping the business visible and operating during the pandemic](#). Mark Doherty, owner of the family-run Dynamik Sports, published an opinion piece in the Reading Post [explaining how responsible use of location data helps nearby customers discover local businesses](#). Together, the placements translated provisions involving targeted advertising, data minimization, and geolocation into consequences for customer discovery, affordability, competition, and consumer choice.
- In June and July 2026, Internet for Growth also conducted nearly 20 small-business interviews and produced almost 60 professionally branded testimonial videos for an August launch across its digital channels. The videos feature Mike Samet of Digital Ignite, a South Carolina digital marketing firm; Natania Julius of JNJ Gifts, a Wisconsin corporate gifting company; and Ben Wolfram of BenShot, a Wisconsin glass manufacturer. Their accounts show policymakers how digital advertising, responsible data use, and emerging technologies help small businesses find customers, compete nationally, create jobs, and contribute to local communities. The project expands Internet for Growth’s library of nearly 100 testimonials, available at [youtube.com/InternetForGrowth](#).



IAB Professional Development and Education

Throughout the year, IAB delivers a series of tailored, private instructor-led trainings for key accounts, including the following programs since the last Board meeting:

- [Redesigning Work in the AI Era Workshop](#) - Based on IAB's Guidelines for Redesigning Work in the AI Era framework, this 90-minute interactive workshop in collaboration with Alvarez & Marsal in June explored how organizations can move beyond AI adoption to scale its impact. Participants learned practical approaches to redesigning workflows, so AI supports execution while human talent focuses on judgment, strategy, and creativity.
- **Mozilla | Communication & Sales Training** – In August, 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, including conversational intelligence, renegotiating no and effective written communication.

IAB+

IAB+ is an additional subscription experience designed to help members lead with clarity and confidence in a rapidly evolving market. IAB+ delivers strategic and actionable intelligence through curated insights and hands-on workshops on the industry's most essential topics.

- In June, IAB+ hosted the [Q2 2026 Trends Webinar](#), featuring guest speaker Shelly Palmer, CEO of The Palmer Group. Hosted by Chris Bruderle, Vice President of Industry Insights & Content Strategy at IAB, Palmer discussed the latest Trends Report, exploring emerging industry shifts and sharing key predictions for the year ahead.
- Launched in July, the [Digital Digest Newsletter](#) bridges the gap between Quarterly Trend Webinars by delivering timely insights directly to subscribers, while serving as a primary channel for upcoming IAB+ event registrations.

Financial Management

IAB continues to hold dues revenue flat to original budget and prior forecast at \$23.2M. Member churn remains within projections, and several potential new large members are in the pipeline. First-half events revenue was up \$16,000, although the IAB Podcast Upfront and IAB PlayFronts are currently tracking below forecast; the resulting impact will be reflected in the next forecast.

Center of Excellence board revenue is up \$48,000 overall, or 2%, with strong Video Board performance more than offsetting modest softness on the Creator Board.

Research revenue is also \$30,000 ahead of both the original budget and Q1 forecast, driven by sales of the new Insights Engine product, which shows potential for continued growth through the remainder of 2026 and beyond.

Professional Development and Education revenue is down \$100,000, or 12%, primarily due to IAB+. While offering IAB+ at no additional cost to brand and agency members has helped secure Center of Excellence board seats, demand among other members has not supported it



as a standalone paid product. As a result, the related revenue goal has been removed for 2026. The Certificate Program, however, is performing better than expected, resulting in a modest increase in Professional Development and Education costs.

Overall COGS are down \$131,000, primarily reflecting disciplined management of experiential spending at IAB NewFronts and the IAB Connected Commerce Summit without affecting the content or success of either event. Overall revenue remains essentially in line with the prior forecast, down just \$10,000 or 1% versus the prior forecast. Additional savings across IT infrastructure, professional fees, marketing, website expenses, and open positions have further supported the organization's financial position. Together, these savings enabled IAB to increase bonus pool funding to 75% while maintaining breakeven net income.

IAB remains focused on carefully managing resources while supporting its member priorities and strategic roadmap through the remainder of 2026 and into 2027.

New Members

Since our last meeting in June 2026, 11 new members have joined IAB. All members have access to the inner workings of IAB—including voting board membership, IAB Center of Excellence leadership, and legal and public policy resources.

Admazing Co.	PMG	UB Media
Citizen Watch America	RevOptimal	Valoh
Melting Robot	SportsDataIO	
On Device Research	Substack	
	Thrad	

Thank you for your ongoing support. I look forward to working together to ensure the industry's collective and continued growth.

With gratitude,

David A. Cohen
Chief Executive Officer, IAB