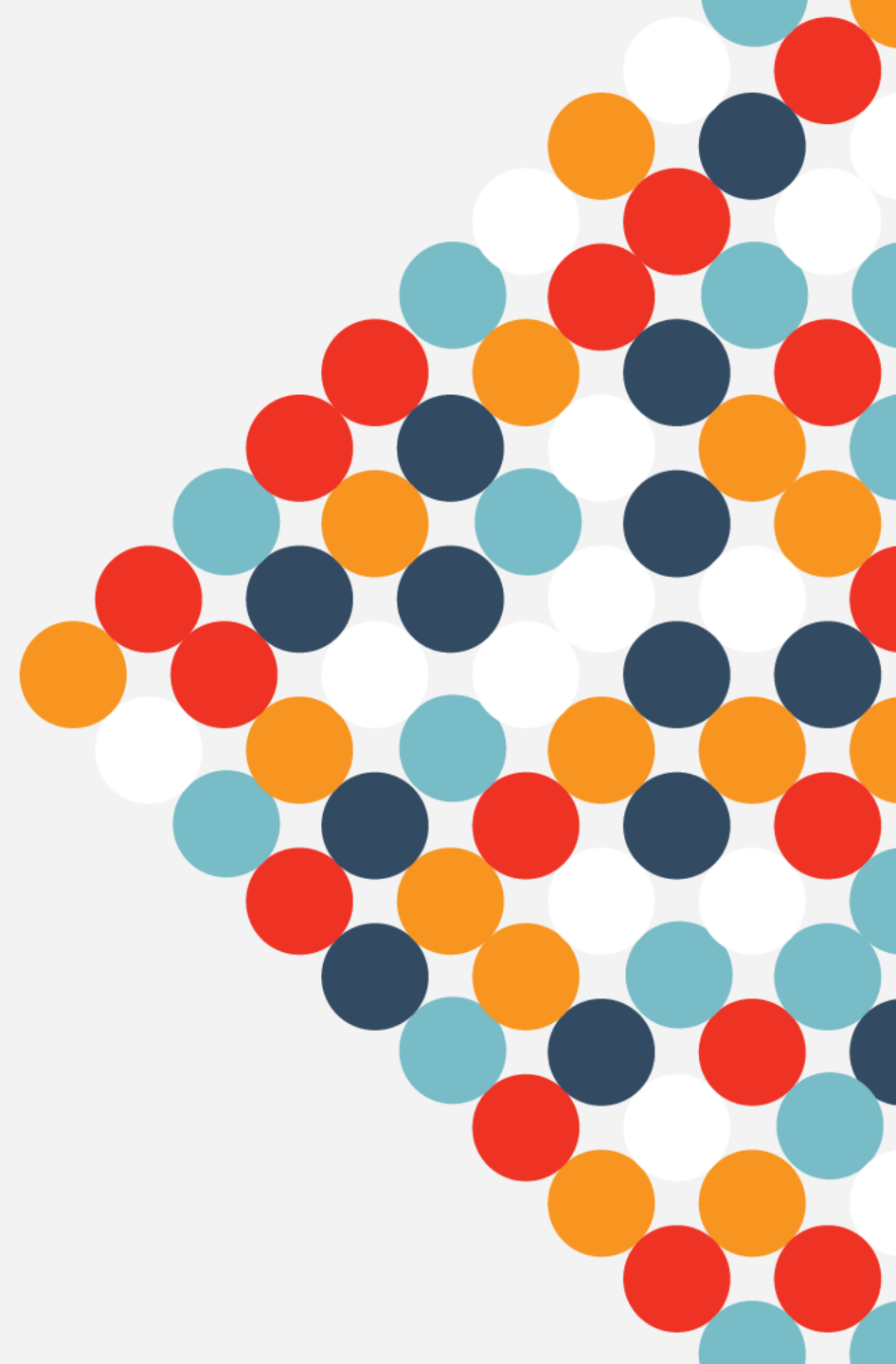




Annual Report.

Financial Year 2020



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A NOTE FROM THE CHAIR & CEO

As CEO of the IAB in Australia I am constantly delighted with the willingness of the advertising community to get involved and showcase the incredible experiences and innovations that our \$9B industry can deliver, as well as work out solutions for changing technology and consumer needs. The IAB and our members aim to provide inspiration and confidence to marketers, agencies and the industry by demonstrating the many ways advertising can deliver on business objectives.

Financial year 2020 was a challenging year that started with a relatively soft ad market (albeit still solid growth for digital advertising) and included wide industry review via the ACCC Digital Platforms Inquiry and of course the ramifications of the COVID19 pandemic. The IAB played a key role supporting the industry through initiatives like our mentorship program, free weekly webinars and opening up member resources to non-member organisations and people looking for work.

FY20 saw the IAB continue to strengthen and broaden its role in the Australian advertising market, representing 135 organisations, up from 125 in FY19. Our members represent a wide range of different organisations in the market from publishers, platforms and ad tech companies to media agencies, creative agencies and advertisers.

The IAB produces a plethora of research, technical guidelines, best practice papers and important data points for the industry. In FY20 we saw over 36,000 downloads of these materials, up 19% from FY19. Not only are our resources being used widely, but our voice in market remains strong with over 600 trade media articles and over 40% share of voice for industry organisations in trade press.

Our events continued to flourish until February 2020 with over 1,100 people attending live events in FY19. From late March we introduced weekly webinars which had over 3,500 people tuning in live or watching the recording. These continued into FY21 with over 10,000 webinar views through to November 2020.

Major privacy driven changes to browser technology and regulation around the world means that the industry needs to find new solutions to targeting, delivery and measuring not only digital advertising but broader digital marketing and commerce activities. The IAB locally and globally through IAB Tech Lab is at the heart of reviewing new technical frameworks and approaches that place consumer privacy front and centre. IAB Australia will be regularly updating the market on identity developments as well as all new industry technical standards.

Collaboration is essential in driving true change in the market, the IAB continues to work with the AANA and MFA to help marketers make informed decisions around digital ad and tech investments. In June 2020 the updated version of the Australian Digital Advertising Practices was released and a range of education and training programs will accompany this initiative in FY21.

With FY20 behind us we now look squarely ahead into FY21, to the array of challenges and opportunities facing the industry. I would like to thank our incredibly supportive board, our passionate members and the committed IAB team that are all here to support the growth of a diverse and sustainable investment in digital advertising in Australia.



Gai Le Roy
CEO
IAB Australia

As demonstrated by the expanding member base of the IAB in Australia, the need for a strong industry body setting standards, sharing best practice, driving education and research is stronger than ever.

In recognition of the broad member base and to provide greater industry representation on the board, the chair of its Executive Technology Council (ETC) is now represented on the Board. Rohan Creasey, Director of Solutions Engineering for Magnite, who has been the Chair of ETC since June 2019 joined the board in April 2020. This change not only helps the communication between the board, councils and general members, but also recognises the importance of changes and innovation coming to the industry in relation to ad tech, data and identifiers.

The IAB continues to work on initiatives that celebrate and support innovation, while ensuring that we create the technical and measurement frameworks needed to underpin an efficiently operating ecosystem. In my opinion there is no better example of this than the RTB 2.0 technical standards that the IAB has continued to develop and promote throughout the past year.

The IAB has also worked hard to provide resources and initiatives to help with the development and support of people and businesses in the industry which has obviously been more important than ever in 2020. The mentorship program, webinars, briefings and an introduction of a new membership tier for small publishers are all examples of new initiatives available for the local

media and advertising community.

On behalf of the board I would like to thank the IAB team for the outstanding work they do on behalf of the industry everyday most importantly I would like to thank all the member organisations for their investment in the industry via the IAB.



Matt Rowley
CEO, Pedestrian Group
IAB Chair

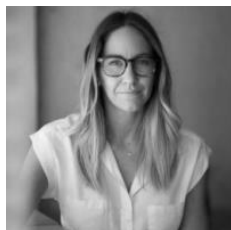
IAB AUSTRALIA BOARD



Matt Rowley
CEO
Pedestrian Group
IAB Chair



Rhys Williams
Director - Media
Sales Specialists,
Google Australia &
NZ



Naomi Shepherd
Group Industry
Director Facebook



Dan Stinton
Managing Director
Guardian Australia



Melina Cruickshank
Chief Audience &
Marketing Officer
REA Group



Nicole Bence
Network Digital
Sales Director
Seven Network



Mark Bamford
Director
Simpsons Solicitors



Suzie Cardwell
GM Data & Ad
Product Solutions
News Corp
Australia



Paul Sigaloff
Managing
Director
Verizon Media



Rohan Creasey
Director, Solutions
Engineering
Magnite



Gai Le Roy
CEO
IAB Australia

IAB STRUCTURE & TEAM



BOARD



COUNCILS & WORKGROUPS



IAB TEAM



Gai Le Roy
CEO



Jonas Jaanimagi
Technology Lead



Natalie Stanbury
Director of Research



Jenn Thomas
Head of Membership



Tiffany Hill
Office & Training
Manager



Christian Manie
Director of Content

ABOUT THE IAB



The Interactive Advertising Bureau (IAB) Limited is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation. IAB Australia is the peak trade association for online advertising in Australia.

As one of over 47 IAB offices globally and with a rapidly growing membership, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia.

The IAB Industry Charter details the organisation's focus on helping marketers and agencies involved in digital advertising by:

- Demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.
- Ensuring the necessary standards and guidelines are in place to promote a trusted and transparent digital marketplace, reduce the friction within the digital supply chain and to improve the online advertising experience for consumers, advertisers, and publishers.

To achieve these goals, IAB Australia produces content in the form of standards and guidelines, best practice handbooks, and research and resources to clarify and improve digital ad effectiveness and strengthen the supply chain. We also invest significant time and resources in the management of a sole and preferred supplier deed for digital audience measurement, delivering a world-class digital measurement solution for the digital advertising industry.

In the always-evolving and rapidly-changing digital advertising and technology ecosystem, IAB Australia is constantly moving forward and identifying how best to assist our members and the industry at large. At the end of FY20 the IAB board and executive revisited FY20 priorities and updated for FY21. Many of the priorities remain the same but the FY21 priorities show an increased emphasis on data governance, upcoming changes in identifiers as well as bringing the topics of diversity and sustainability into the forefront for day to day activities.

purpose

“ Grow sustainable and diverse investment in digital advertising in Australia ”

what?

- digital effectiveness
- content & ad measurement (digital & cross media)

- standards & guidelines
- data & data privacy
- digital value chain

+

how?

Demonstrating to marketers & agencies how digital advertising delivers on their business objectives.

Ensuring there are standards & solutions in place that

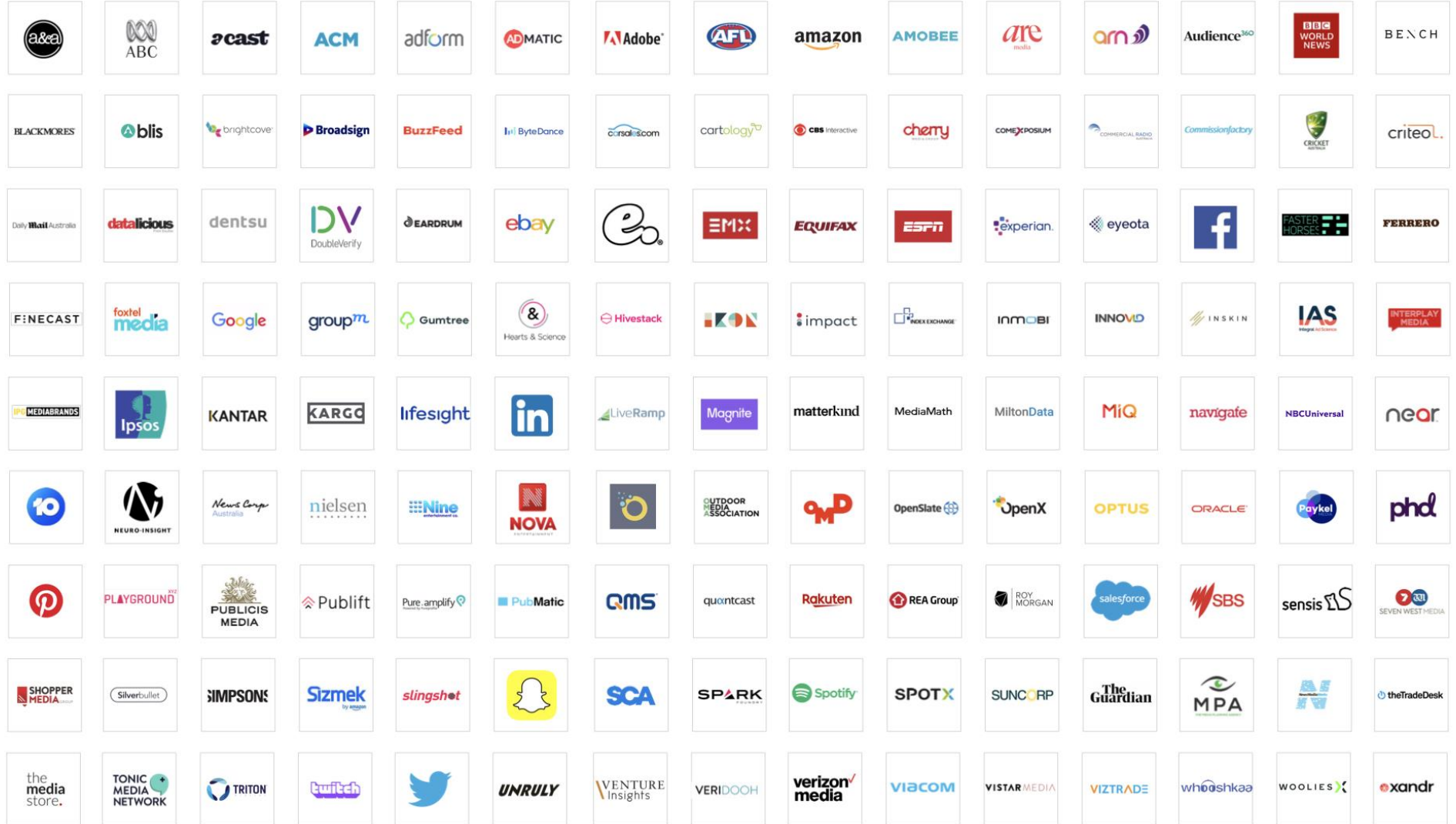
- drive trust & transparency
- reduce friction associated with the digital ad supply chain
- improve ad experiences for consumers, advertisers & publishers

FY20	FY21
Digital driving long term brand & business growth	Digital driving long term brand & business growth
Increasing confidence in digital supply chain	Increasing confidence in digital supply chain
Consumer experience & privacy	Data governance & consumer privacy, education and guidance
Showcasing digital creative	Evolution of targeting, measurement & attribution
	Helping support sustainability & diversification of our industry: People and products (ad & content)

MEMBERS

135
MEMBER
ORGANISATIONS

From all sides of the
media & advertising
industry



EVENTS & WEBINARS

FY19

1.6K

Attendees



FY20

1.1K

Attendees

3.5K

Webinar viewers

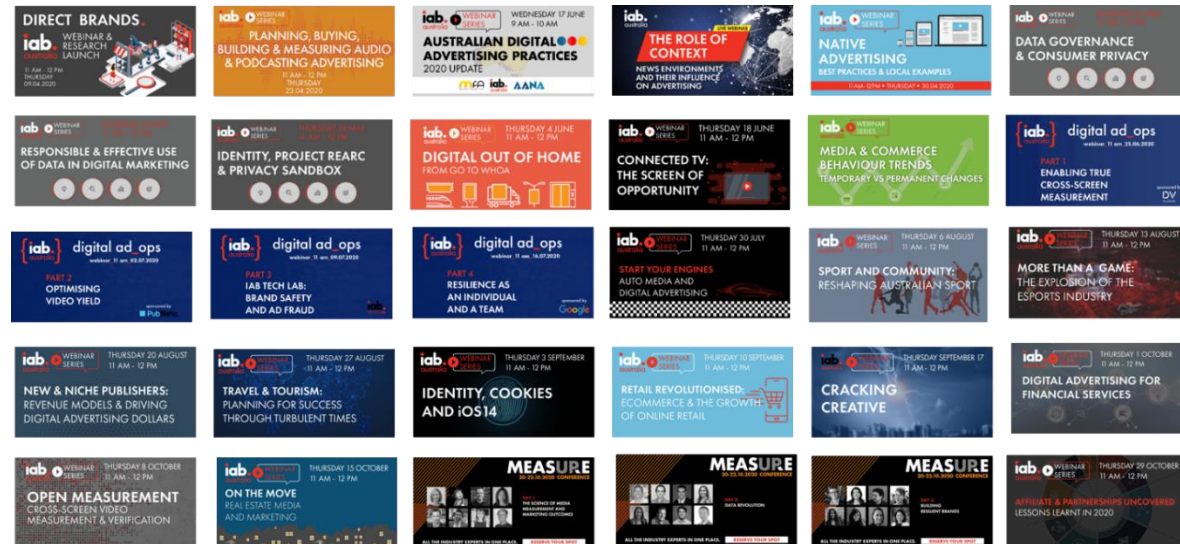


FY21 Jul - Oct

7K

Webinar viewers

Events and community engagement are a huge part of the value that the IAB brings to the media and marketing industry in Australia. These events not only educate and challenge the industry but provide support, networking and help introduce new voices and ideas into the market. For FY20 our normal events ran through till Feb 2020 with great success, from March we shifted from physical events to weekly webinars. These webinars have been well attended, expanded the audience of IAB events and created a rich repository of education and inspirational material.



MARKET REVENUE



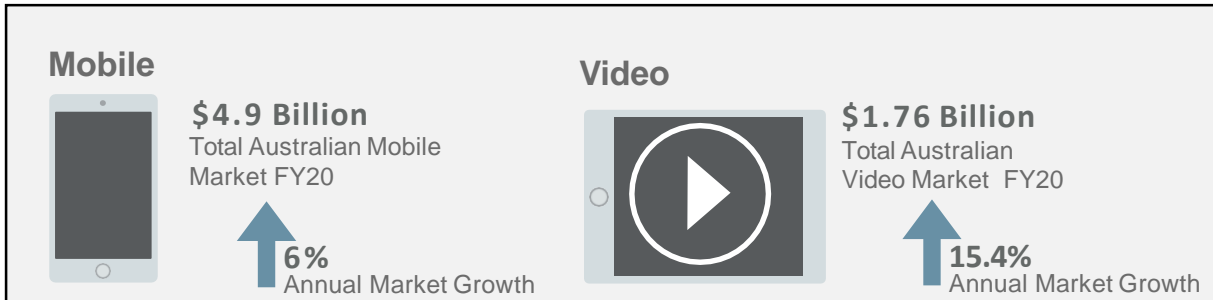
Online advertising expenditure was \$9.1 billion in the twelve months ended 30 June 2020, representing growth of 1% on FY19. Of this, 46% was attributed to Search and Directories, 37% to General Display and the remaining 17% to Classifieds.

Digital now represents over 60% of the paid advertising market. IAB continues to work with PwC to produce the most accurate reporting on Australian investment in digital advertising.

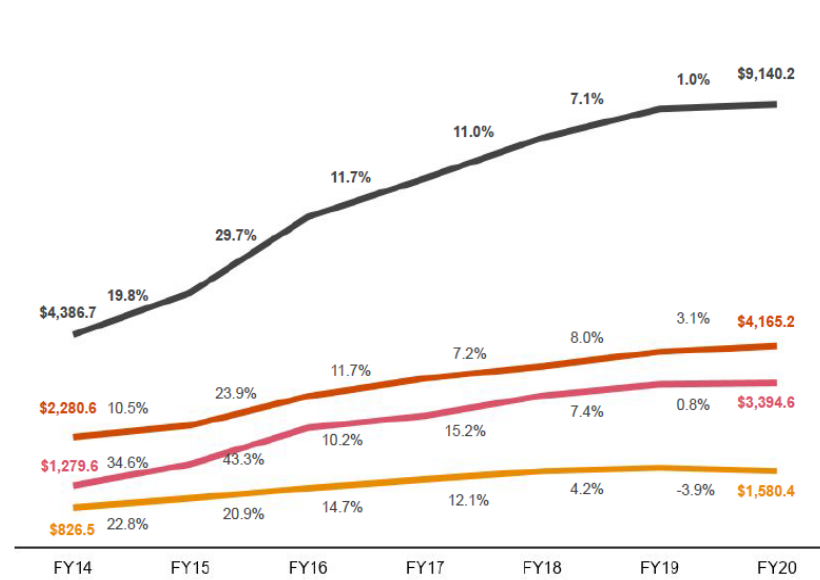


\$9.1 Billion

Total Australian Online Advertising Market FY20



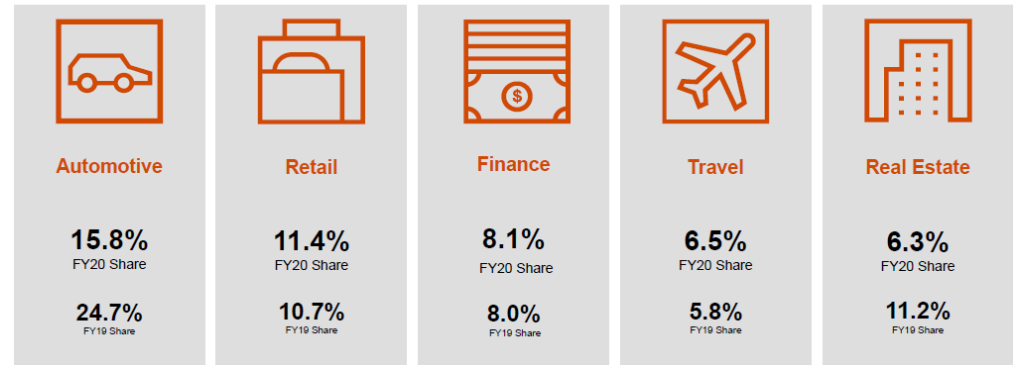
Online advertising expenditure by category overtime (\$ million)



Total Australian online advertising market
CAGR FY15-FY20
13.0%

- Search & Directories 10.6%
- General Display 17.7%
- Classifieds 11.4%

Top five industry categories for reported general display by expenditure type, financial year 2020 vs 2019



FY20 CONTENT & MAJOR RELEASES

resource downloads



fy20	fy19	↑ 19%
36K	30K	



video watch time



fy20	fy19	↑ 90%
438 hrs	228 hrs	



social followers



fy20	fy19	↑ 17%	(14K Nov 20)
13.1K	11.2K		



newsletter subscribers



fy20	fy19	↑ 71%	(5K Nov 20)
3.8K	2.6K		



podcast listens

(moved to webinar format from March)



fy20	fy19	↓ 14%
12K	16K	

NEW INITIATIVES

Mentorship



The IAB mentorship program was launched during 2019 with 20 senior industry leaders mentoring 40 people in the industry with 5 or less years experience. This initiative was instigated by the Executive Technology Council to encourage gender diversity in the industry and support upcoming talent. The 3rd wave of this program will be launched in early 2021 with a broader scope in relation to diversity.

Member Q&A



To ensure that the IAB can both provide a range of updated market education and information as well as enabling our member organisations to have profile in market, a fortnightly Member Q&A Series was introduced with various organisations providing thoughts, opinions and advice on different industry topics.

MeasureUp Awards



To build on the extremely successful MeasureUp conference launched in 2017, IAB Australia has introduced the MeasureUp Research Awards to showcase and encourage quality Australian media research. Media owners, platforms and technology companies are eligible to enter. The inaugural winners were announced at the MeasureUp conference in October 2020.

Quarantine Quiz Series



During the early months of COVID-19 lockdown, on top of introducing a weekly webinar series, the IAB team created a fun but educational quiz series for those wanting to test their digital ad knowledge.

DOOH Taskforce



With the retirement of the Mobile Council in 2019, a new member taskforce was introduced at the request of members in the growing DOOH industry to assist with standards, education and healthy development of DOOH advertising, particularly programmatic DOOH.

MAJOR INITIATIVES EARLY FY21

Reports



Member Exclusive Briefings

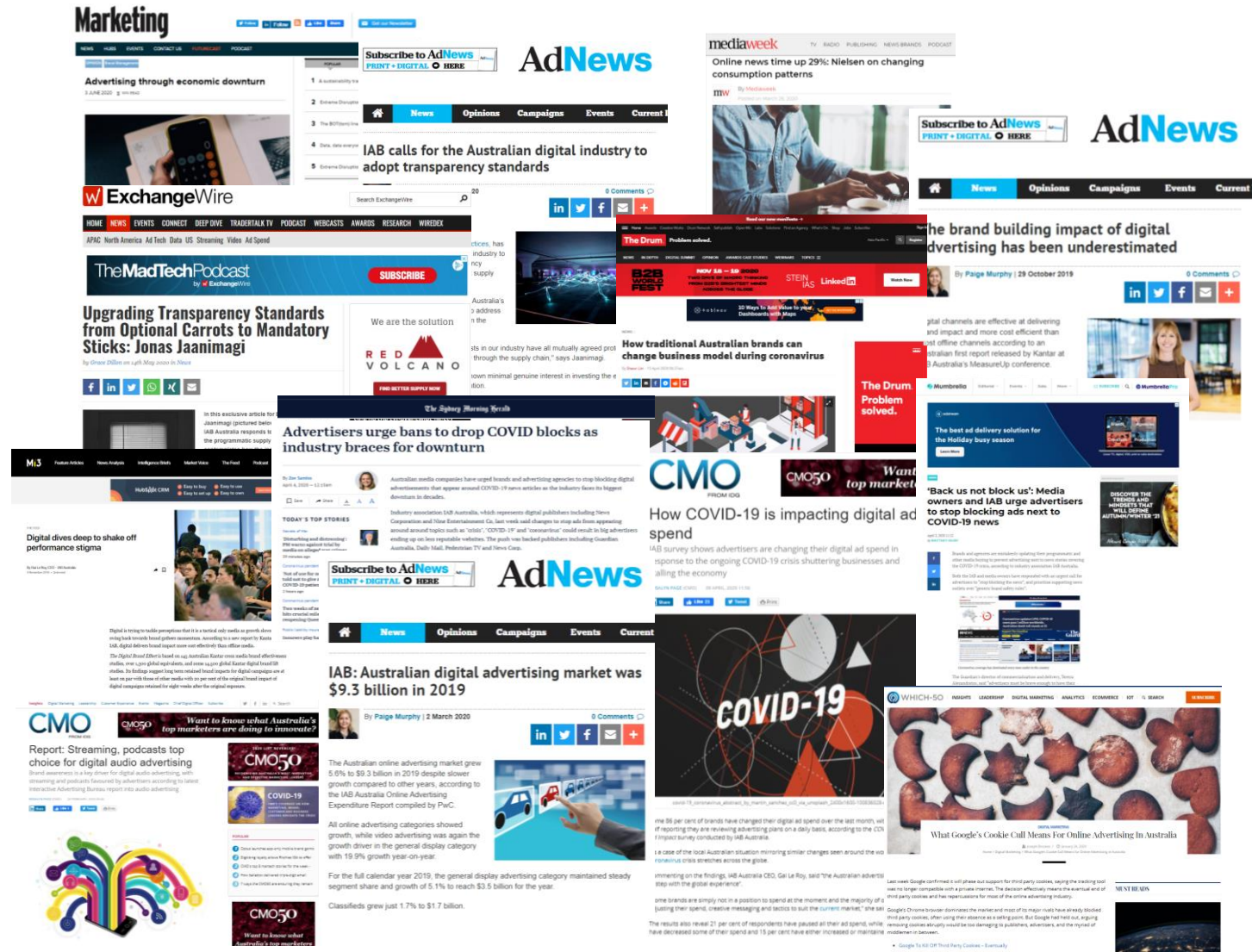


PR & COMMUNICATION



Representing the digital ad industry and members in market remains an important role of the IAB in Australia, trade media coverage remained high in FY20 with over 600 articles and the share of voice of trade associations and measurement currency bodies remained at over 40% even with an increased number of industry bodies.

This consistent stream of information and education in the media continues to reinforce the benefits of digital advertising as well as the implications of that for increasing marketing opportunities and the broader national business economy. All of this advances IAB in its objective of demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.



MEASUREMENT & CONSUMER TRENDS

RATINGS

Since 2007 on behalf of the industry, IAB Australia has invested significant resources to manage a sole and preferred supplier deed for digital audience measurement. This industry initiative ensures that Australia has a world-leading, independent, inclusive and transparent digital audience measurement system. This measurement system is delivered by Nielsen and overseen by the IAB Measurement Council.

Due to major changes in browser tech and privacy, IAB Australia has laid out its plans to future proof the industry supported, standardised digital audience measurement currency with the removal of the reliance on 3rd party cookies and 3rd party data providers, while also addressing the future role of industry content data with increasing programmatic buying.

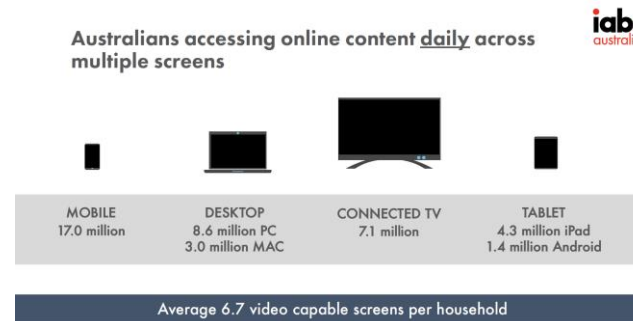
Through 2020 and early 2021, the IAB, alongside Nielsen will work towards developing a new privacy compliant and future-proofed audience measurement system based on industry standards accepted by advertisers, agencies, and media.



MEDIA TRENDS

Consumers continue to change their media habit with time spent on digital devices continuing to increase. The IAB, along with Nielsen, continues to provide up to date information in market on Australian digital media consumer habits.

On top of the normal gradual shift to digital media consumption, 2020 has seen especially large increases as people have been seeking a broader range of information and entertainment.



Most Australians spend significant time online consuming a variety of content and services

21.1m
Australians online

Adults spending on average **102hrs 30min** online each month.

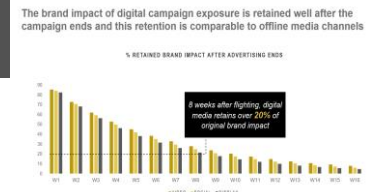
Monthly Australian online audiences

Entertainment	Search	Lifestyle & travel
20.2m	19.6m	18.3m
Social networking	Shopping	Streaming Video
18.2m	17.6m	16.8m*
News	Real estate	Automotive
15.0m	9.9m	8.2m

AD MEASUREMENT & EFFECTIVENESS

Our Ad Effectiveness Council as well as our more technically focussed Councils have been busy providing the market with tools, information and resources to ensure that marketers can accurately assess their digital ad investments. As well as evolving the techniques available for marketers due to changing channel investment and consumer habits, 2020 and beyond has the industry focusing on developing new ways to target, deliver and measure campaigns with the upcoming changes to 3rd party cookies, IDFA and privacy regulation.

THE DIGITAL BRAND EFFECT report provided marketers with information on the long term brand impact of advertising and best practice for brand campaigns



IAB COUNCILS – MAJOR PROJECTS FY20



Purpose	Provide insight, leadership, and guidance with a particular focus on the digital value chain. Working in a collaborative manner with our technology-focused councils on some of the ongoing projects - and providing a more strategic view of what we should focus on moving forwards.
	Mentorship Program
	Australian Digital Advertising Practices 2020 Update
	Project Rearc



Purpose	Identify standards and guidelines both nationally and internationally, evaluate the needs of the local advertising industry, establish a program of work within and across the industry to produce and promote standards and guidelines for the Australian online advertising industry.
	Native Advertising Handbook
	AdOps Events & Webinars
	Video Ad Serving Template (VAST) 4 Market Update



Purpose	Drive and monitor standards for measuring digital audiences in Australia.
	Future of Measurement Review
	Ongoing governance of industry ratings via Nielsen
	Introduction of 2 and 30 second video viewing qualifiers
	Post cookie new ratings measurement system review – preparation for new methodology early 2021
	Device Ownership & Trends reports



Purpose	Educating the industry on assessing digital advertising activity; highlighting ways of making more effective digital investments.
	Digital Audience Targeting for Success
	Digital Brand Effect research report

IAB COUNCILS – MAJOR PROJECTS FY20



Purpose	The Video Council aims to empower the Australian market to make the most of the opportunities in Video. We do this through providing education, inspiration and technical standards. Our goal is to build trust and transparency in the industry and support the market growth in Video.
	Video Landscape Report
	Brightspots – Highlighting Talent
	CTV Handbook & Webinar



Purpose	Define standards for digital Data of all types and support the industry via best practices related to its management, interrogation and usage/execution
	Data Label
	Data Handbook
	Range of data related webinars



Purpose	Educate & evangelise the power & true value of audio to the advertising industry. Develop research, guidelines & standards in audio advertising & drive revenue.
	Audio State of the Nation research
	Audio Events Syd & Melb
	Audio Buyers Guide Training Deck and Webinar

IAB WORKING GROUPS



Purpose	Established to support the growing DOOH industry, assist with standards, education and healthy development of DOOH, particularly programmatic DOOH.
	DOOH Glossary of Terms
	DOOH Buyers Training Webinar
	Opportunity in Programmatic DOOH in Australia Research and Review



Purpose	To provide the market with information about the Affiliate and Partnerships industry
	Affiliate Industry Review
	Affiliate Handbook

MAJOR INITIATIVES FY21

- Support for Small Publishers - new membership tier
- Training Program
 - 1st - Privacy for Media & Marketing Professionals (Feb)
- Re-launch Digital Content Ratings Feb 2021
- Programmatic Transparency Pilot
- Expansion of Mentorship Program
- Gaming Working Group

UPCOMING RELEASES EARLY FY21

- Auction Mechanics v3
- Standards & Guidelines Wiki
- Industry Attitudes to Video Advertising
- Creativity in Video
- Affiliate Industry Review
- Audio Advertising State of the Nation Wave 5
- DOOH Buyers Guide



more information email:
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