

IAB Council and Working Group Activity:

Below is a selection of key activities and initiatives (not exhaustive) for each IAB Australian Council & Working Group as at the beginning of March 2021. For any questions about these projects please email iabaustralia@iabaustralia.com.au

Executive Technology Council:

Co-chair: Rohan Creasey (Magnite)

Key Initiatives	Status	Purpose	Delivery Date
Mentorship program: Third phase has only recently kicked-off with 31 mentors and 52 mentees.	Ongoing	Support the next gen of diverse pan-industry talent.	Feb – June 2021
Programmatic Transparency Projects: Projects planned to help drive education and awareness of the IAB programmatic standards. 1. Education on how IAB standards can provide full transparency across all supply path interactions. 2. Role and Value of IAB standards & value of ‘ad tech’.	Ongoing	Education & awareness of IAB Programmatic Standards. Best practices in terms of Programmatic Transparency. Seek to build greater trust and educate on optional AdTech	Q2 2021
ADAPs Education Program: Following on from the AANA workshop launch, the IAB will be launching an ADAPs proof of knowledge program through an e-learning module	In development	Show industry commitment to transparency & marketer responsibility	Q1 2021
Support IAB response to the ACCC Ad Services Inquiry Interim Report: Help to provide responses to questions and proposals within x5 key topics (see separate update in board pack on this)	Draft development	Constructively respond to the ACCC’s questions & proposals as appropriate.	Q1 2021

Audience Measurement Council

Co-chair: TBC

Key Initiatives	Status	Purpose	Delivery Date
New methodology for Nielsen Digital Content Ratings that is future-proofed for changes in consumer privacy and cookie deterioration as well as improved on-time delivery. Read more here about upcoming changes.	In progress	Update industry ratings solution	H1 2021

Ad Effectiveness Council

Co-chair: Tom Gregory, Lifesight

Key Initiatives	Status	Purpose	Delivery Date
Beyond the cookie: future proofing marketing measurement: Update key messages on impact of cookie retirement on ad effectiveness measurement techniques as required (original paper released September 2020, currently 1200+ downloads).	Update ongoing and market presentations	Keep industry up to date on future measurement as identity solutions evolve.	2021
Training: Ad effectiveness techniques	Scoping	Improve industry practices in relation to digital ad assessment	Mid 2021

Standards and Guidelines Council

Co-chair: Amy McCormack (A&A Digital)

Key Initiatives	Status	Purpose	Delivery Date
Auction Mechanics v3: This document will provide the industry with an update incorporating the various evolutions and the switch to auctions now being predominately first-price.	Draft in progress	Update the related best practices & educate on the mechanics of Programmatic.	Q1 2021
IAB Ad Standards 'Wiki': S&G will take direct ownership of the standards content on the new site and re-organise the information in a more logical and user-friendly manner.	In planning	Ensure all the IAB standards are easier to find by product, channel, type & device.	Q3 2021
Programmatic Workflow: On the back of the ISBA report S&G + ETC are keen to establish some best practices in terms of programmatic workflows from an Operations perspective. MediaMath & Verizon Media taking the lead on this project within the Trans. WG.	Under review	Establish best practices in relation to transparency & the ADAPs.	TBC

Data Council

Co-chair: Dan Richardson (Verizon Media)

Key Initiatives	Status	Purpose	Delivery Date
Contextual Targeting Handbook: Publish guidance and education on contextual targeting, its developments and growing usage as an ID-less audience solution.	In Planning	Support members on the related benefits and best practices.	Q3 2021
Apple ATT & IDFA webinar / Q&A: Apple is enforcing the <i>AppTrackingTransparency</i> policy in March (iOS 14.5) most likely dramatically reducing the availability of Apple devices' advertising identifier (IDFA), for targeting and measurement.	In Planning	Provide awareness and support for the changes to come.	Q1 2021

Video Advertising Council

Council co-chairs: Jonathan Munsch (SWM) & James Young (Magnite)

Key Initiatives	Status	Purpose	Delivery Date
Video Market Survey: Attitude to Digital Advertising Report released Feb 18 th with webinar on the same day focusing on the key areas of Creative, Measurement and Effectiveness.	Delivered	Understanding of market investment intent. Showcasing the opportunities of video & gaps for education	February 2021
CTV and Technical Measurement Annex: Continuation of initial CTV paper with the content containing a more technical lens and a slight skew on audience focus to more developed marketers and agencies	In Progress	Providing technical standards and education on CTV	Q2 2021
Creativity in Video: Providing an update to the 2018 Creativity in Video paper. Focusing on six key chapters and engaging with Creative Agencies and Brands.	In Progress	Inspire the audience on what is possible in Video	Q2 2021

Audio Advertising Council

Co-chair: Richard Palmer – Triton Digital

Key Initiatives	Status	Purpose	Delivery Date
State of the Nation Wave 5: Annual trade research study & event. Event with capacity of 200 and live stream. Other presentations - Analytic Partners & local case studies	Registrations Open	Understand market needs, promote audio ad options & benefits in market	March 16 th
Buyers Guide Update & Training Program	In development	Education & promotion of investment in audio advertising	Q2 2021
Creative Showcase: Showcase of great audio creative on IAB website	Ongoing	Encourage improved audio creative and inspire new advertisers	Ongoing

DOOH Working Group

Co-chair: Ben Allman, Broadsign

Key Initiatives	Status	Purpose	Delivery Date
DOOH Buyers Guide & Training	In development	Education & inspiration	Guide: Q1 2021 Training: Q2 2021

Affiliate Working Group

Co-chair: Dave Glasgow, Navigate Digital

Key Initiatives	Status	Purpose	Delivery Date
Affiliate education & training	In development	Education & inspiration	Q2 2021

Industry Review: Australia & UK Market Comparison	Under review	Market understanding	Q2 2021
--	--------------	----------------------	---------