



quarterly update.

cross council and working group project update
july 2021

executive summary from ceo.

Activities focusing on wrapping up FY21, cementing plans for FY22 and ensuring measurement tender is on track.

A few key items below:

- Revenue Reporting: June quarter data collection to start mid July with FY21 and June quarter report to be published mid to late August
- Measurement Tender: seven submissions have been received from 16 expressions of interest. Submission review period has just commenced with a recommendation for the board in July. Market announcement expect in August or September
- 2021 Wave 2 Mentorship Program: applications now open for mentees with program kicking off in August.
- 10th AdOps Event: delayed with new date to be confirmed
- MeasureUp: call for content now closed and submissions under review. MeasureUp Awards to open in August
- Brand Refresh: creative agency commissioned for a local brand visual refresh



Gai Le Roy
CEO
IAB Australia

executive technology council.

Chair: Peter Barry – Pubmatic

of member organisations: 23

Council 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 on-going projects and providing a more strategic view of what we should focus on moving forwards.

Key initiatives	Status	Purpose	Delivery date
Mentorship program: fourth phase kicks off shortly with 35 mentors	On-going	Support the next generation of diverse pan-industry talent	H2 2021
Action/Outcomes from offsite – to meet following the offsite and agree on priorities, key topics and projects moving forward	In-planning	To agree upon priorities for FY22	July 2021

audience measurement council.

Chair: TBC

of member organisations: 15

Council purpose: Drive and monitor standards for measuring digital audiences in Australia

Key initiatives	Status	Purpose	Delivery date
Nielsen Digital Media Ratings audience data soft launched on 22 nd April 2021: <ul style="list-style-type: none">- Monthly data quality and consistency still not of market currency level and remains unendorsed by the IAB. More details on this position here.- Volumetrics data remains currency.	In progress	Address delayed data delivery and future-proof by rebuilding measurement without third-party data.	Soft launch completed 22 nd April.
Tender for audience measurement services: <ul style="list-style-type: none">- 18th June: Closing for tender submissions- 21st June – 16th July: Technical Review Group evaluation and scoring of tenders.- Market Announcement: August or September	In progress	Review standards and appoint IAB preferred supplier of audience measurement service for 2022.	Announcement of preferred supplier August 2021. New measurement targeted for early 2022.

ad effectiveness council.

Chair: Tom Gregory – Lifesight

of member organisations: 23

Council purpose: Educating the industry on assessing digital advertising activity: highlighting ways of making more effective digital investments.

Key initiatives	Status	Purpose	Delivery date
Member Q&A: The Evolution of Brand Measurement – Provided council perspectives on innovation and news ways to measure the success of brand building as marketing strategies adjust to changing customer and market dynamics.	Complete	Highlight the importance of strong brands in driving business success and the role digital channels play delivering brand impact.	6 th May
‘One Stop Shop on Ad Effectiveness’ – A hub of IAB resources providing guidance on the best methods to assess impact of advertising activities and providing evidence of the impact of digital advertising.	Complete	Highlight best practice ad measurement techniques and provide evidence digital ad effectiveness.	27 th May
Digital Ad Effectiveness Fundamentals Training Program - Target audience: less experienced researchers, data scientists, marketers, agency planners with a need to understand the success of advertising campaigns. Objective: to provide an understanding of the fundamentals of marketing measurement tools used to assess digital advertising effectiveness within the context of cross-media marketing. Format: Online training program being developed by the council with 7 learning modules delivered in 10-20 minute video presentations by a subject expert and other supporting materials to read or watch. A quiz will be used to assess understanding of key learning areas and certificate of attainment.	In progress	Increase knowledge of sustainable measurement techniques and best practices in applying these to digital advertising effectiveness.	August 2021

standards and guidelines council.

Chair: Paul Lockett – News Corp

of member organisations: 13

Council 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.

Key initiatives	Status	Purpose	Delivery date
Auction Mechanics v3 – Rubicon, Interplay, OpenX and Index Exchange are all taking the lead to review this document and bring it up-to-speed to incorporate the various evolutions and the switch to auctions now being predominately first-price.	Published	Update the related best practices & educate on the mechanics of Programmatic.	April 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.	June 2021
AdOps Event - Planning, supporting and delivering the AdOps event in Sydney. Key topics will include the future of identity management, how we can continue to support the successful growth of CTV here in Australia, recent evolutions in Programmatic Transparency Standards and a deep-dive into subjects such as Contextual Targeting & Ad Fraud.	Delayed	Tenth event of its kind to focus on best practices and support our members and industry community.	New Date TBC

Chair: Dan Richardson – Verizon Media

of member organisations: 25

Council purpose: Define standards for digital Data of all types and support the industry via best practices related to its management, interrogation and usage/execution.

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 Draft	Support members on the related benefits and best practices.	June 2021
Data Transparency Label - the Data Council has run an awareness drive via an educational blog, webinars and some local labels. Next step is to assist in the global beta pilot of the marketplace API on www.datalabel.org	Ongoing	Adoption of consistent standards to improve quality and establish transparency in audience data.	ON HOLD: due to be resurrected in Q3 by Tech Lab
Identifier & Privacy ‘Cheat-Sheet’ – create a simple table of identifiers by type with explainers. Also include a ‘privacy timetable’ to accompany this guide.	In Planning	Provide education and guidance on a complex topic.	Q3 2021

video council.

Co-Chairs: Flaminia Saponi – Matterkind and James Young – Magnite

of member organisations: 27

Council 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.

Key initiatives	Status	Purpose	Delivery date
Video Market Survey: Based on the survey in market we have put together the key findings on the State of the Video. We also ran a webinar on the key areas of Creative, Measurement and Effectiveness. 620 downloads of the report	Complete	Showcasing the opportunities of video and gaps for education	In Market: Since 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	July 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 Effectiveness Companies on each one.	In Progress	Inspire the audience on what is possible in Video	July 2021

audio council.

Chair: Richard Palmer – Triton Digital

of member organisations: 16

Council purpose: Educate & evangelise the power and true value of audio to the Australian advertising industry

Key initiatives	Status	Purpose	Delivery date
Updated Audio Buyers Guide and Launch of Training Program	In development	Increase agency knowledge	July/August
One Stop Shop Audio Advertising Resource Hub	Completed	Central education resource	June
Market Sizing – revenue reporting within IAB/PwC Online Advertising Expenditure Report	Onboarding	Market Intelligence	August
Podcast Measurement Standards v2.1 – new global standards now released from TechLab – local players reviewing and updating as appropriate	Approved	Standardisation and market confidence	June

dooh working group.

Chair: Ben Allman – Broadsign

of member organisations: 16

Council purpose: Support the growth of DOOH and in particular programmatic DOOH in the Australian market.

Key initiatives	Status	Purpose	Delivery date
pDOOH State of the Nation Research report – buy side survey	In design	New annual survey to assess local pDOOH market needs	Early July
DOOH buyers guide and training	In development	Education	July 2021

affiliate working group.

Chair: Dave Glasgow – Navigate Digital

of member organisations: 5

Council purpose: Educate the market about the affiliate and partnerships marketing industry & opportunities

Key initiatives	Status	Purpose	Delivery date
Affiliate Marketing Training Program (based on Affiliate Handbook)	In development	Education and Inspiration	July 2021
Impact of Changing Marketing Signals on Affiliate & Partnership Marketing Q&A	Published	Education	June 2021

gaming working group.

Chair: Poppy Hill – OpenSlate

of member organisations: 16

Council purpose: Support the growth of gaming in the Australian market and provide education and inspiration on the opportunities available. .

Key initiatives	Status	Purpose	Delivery date
Mythbusters: setting the record straight on who gamers really are - infographic	Complete	Education	May 2021
Taking Gaming to a new level Webinar	Complete	Education and Inspiration	May 2021
Gaming State of the Nation Survey	In development	New annual survey to assess local gaming market needs	End of July 2021