

quarterly

cross-council and working group project update
August 2021

update.

1. executive summary from ceo.

- A market announcement regarding a new **audience measurement** preferred supplier deed to be announced in market on Tuesday 31st August
- A new **Director of Policy and Regulatory Affairs** will be joining the IAB team in mid to late September
- Digital ad revenue growth remains strong, the **IAB Online Advertising Expenditure Report for FY21** and June quarter has been released in August
- Record number of IAB [member organisations](#) – 148
- Establishment of an **industry employment census** for both training and regulatory purposes
- **New wave of mentees** have been welcomed and started their 6 month mentorship journey. This wave is the largest intake we have had with a number of UTS post-graduate marketing students in the mix.
- August and September are expected to be busy months with both the **ACCC Ad Services Inquiry Report** and the **Attorney General's Privacy Review** paper due to be released.
- **The IAB is moving!** After 7 years at Foveaux Street we will be moving to a fab new space in Cooper Street. We look forward to welcoming everyone later this year (?!)



Gai Le Roy
CEO
IAB Australia

2. executive technology council.

Co-chair: Peter Barry (PubMatic)

of member organisations: 24

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 ongoing 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 32 mentors and 51 mentees	Launched (Aug 2nd)	Support the next gen of diverse pan-industry talent.	H2 2021
Run an Industry Census on Talent – help to provide data points from Board and ETC member companies for the proposed Talent and Careers Working Group to plan from.	In draft	Provide data points for the proposed Talent and Careers Working Group.	Q3 2021
Talent & Careers Working Group – with appropriate volunteers from ETC & Board members, as well as media agencies & MFA.	In Planning	Tackle the talent issues across the industry	Aug 2021

2. 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
Tender for audience measurement services: <ul style="list-style-type: none">• Tender evaluation completed and selected vendor notified as preferred supplier on 28th July.• Contract finalisation including KPI development currently underway.• MFA & AANA briefings in progress.• Market announcement planned for 31st August	In progress	Review standards and appoint IAB preferred supplier of audience measurement service for 2022.	Announcement of preferred supplier August 2021. New measurement solution targeted for launch Q2 22.
Meaningful Metrics Whitepaper: <p>A guidance paper on the measurement and metrics that are recommended by the IAB MC for evaluating digital content environments for advertising decision making.</p>	In progress	Keep digital currency data top of mind.	September 2021

2. 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
<p>Digital Ad Effectiveness Fundamentals Training Program - Target audience: less experienced researchers, data scientists, marketers, agency planners with a need to understand how to measure 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 6 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.</p> <p>Modules:</p> <ul style="list-style-type: none"> • The principles of advertising effectiveness • Preparing for measurement success • The fundamentals of experimental design • The fundamentals of Market Mix Modelling • The fundamentals of attribution • Overview of other techniques used for assessing digital ads 	In progress	Increase knowledge of sustainable measurement techniques and best practices in applying these to digital advertising effectiveness.	September 2021

2. standards and guidelines council.

Co-chair: Paul Lockett (News Corp)

of council 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.	Q3 2021
Programmatic Transparency Standards – support the launch of the IAB Tech Lab Transparency Centre and provide local case studies on best practices.	In planning	Provide guidance & best practices via webinars and blogs.	H2 2021

2. data council.

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.	Published	Support members on the related benefits and best practices.	July 2021
<p>Data Transparency Label - the Data Council has run an awareness drive via an educational blog, webinars and some local labels.</p> <p>Next step is to assist in the global beta pilot of the marketplace API on www.datalabel.org</p>	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

2. 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
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	Complete	Providing technical standards and education on CTV	In Marketing: Since 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	September 2021
Connected TV 2021 Updated Handbook: Using some of the content that wasn't included in the Annex, we will create a 4-5 pager updating the 2020 Handbook	In Progress	Provide education on CTV	October 2021
Video Landscape: For each company within the video council to place their specific video products within the relevant section in order to create an overall Video Landscape for agencies and brands.	In Progress	Provide resources for agencies to navigate and invest further in video	December 2021

2. 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	August
One Stop Shop Audio Advertising Resource Hub – positive feedback from agency groups	Completed	Central education resource	June
Market Sizing – revenue reporting within IAB/PwC Online Advertising Expenditure Report. To start in FY22 reporting – working with Acast, Triton and broadcasters. Spotify revenue already estimated in report.	Onboarding	Market Intelligence	August
Podcast Measurement Standards v2.1 – new global standards now released from TechLab – local players reviewing and going through re-accreditation process	Approved	Standardisation and market confidence	June
Role of Audio in Omnichannel Planning - member Q&A article	Published	Agencies & advertisers understanding the role of audio	August

2. dooh working group.

Chair: Ben Allman – Broadsign

of member organisations: 17

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

Key initiatives	Status	Purpose	Delivery date
Attitudes to Programmatic DOOH – buy side survey	Released	pDOOH usage benchmarks & market priorities	July
DOOH buyers guide	Guide released	Education	August
DOOH buyers training	In development	Agency training	October

affiliate working group.

Chair: Dave Glasgow – Navigate Digital

of member organisations: 6

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	Aug/Sept
Impact of Changing Marketing Signals on Affiliate & Partnership Marketing Q&A	Published	Education	Jun
Annual Affiliate Market Survey – working with other IAB chapters for the 1 st global study	Planning	Education & market intelligence	Nov

2. gaming working group.

Chair: Poppy Hill – OpenSlate

of member organisations: 13

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 Field	New annual survey to assess local gaming market needs	August 2021
Gaming Survey Results	In Progress	Educating the market on the state of gaming based off the survey results	September 2021