FIVE COMMITMENTS THAT WILL IMPROVE DIGITAL ADVERTISING TRANSPARENCY - JULY 2020

iab. australia

		PUBLISHER	DSP	AGENCY	SSP	ADVERTISER
1	Mandatory and immediate adoption of sellers.json and SupplyChain Object standards by all SSPs and Ad Exchange vendors. DSPs should adopt the SupplyChain Object standard and make clients fully aware of its availability and clear benefits.	Ensure that any ads.txt and app-ads.txt files are up-to-date and competently managed, as these are the foundations upon which sellers.json and the SupplyChain Object standards build.	Enable the SupplyChain Object standard and make clients aware of its availability and the benefits of providing full transparency into the origins, paths, and legitimacy of ad inventory through the supply chain.	Educate clients on the benefits of these IAB Tech Lab programmatic standards and start using them.	Adopt and host the sellers.json file and enable the SupplyChain Object standard to be utilised by buyers via their DSP.	Enquire into the availability and benefits of these IAB Tech Lab programmatic standards & insist upon their usage to ensure full transparency into the origins, paths, & legitimacy of the programmatic ad inventory they are paying for.
2	Widespread industry adoption of the IAB Tech Lab Taxonomies & IAB Tech Lab Data Transparency standards to provide standardised and consistent language for vendors, agencies, and publishers to utilise in all their campaign reporting.	Adoption of the IAB Tech Lab taxonomies and Data Transparency standards – including a commitment to providing full transparency into any audience segments via the Data Transparency Label.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to provide consistent industry-wide campaign metrics between all parties.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to ensure consistent industry-wide campaign metrics between all parties.	Adoption of the IAB Tech Lab taxonomies and IAB Tech Lab Data Transparency standards to provide consistent industry-wide campaign metrics between all parties.	Insist upon of the adoption of IAB Tech Lab taxonomies and the Data Transparency standards, so to ensure consistent industry-wide campaign metrics and full clarity over and insights into any audience segments they are paying for.
3	DSPs should insist upon using separate trading seats for each of their clients to improve reporting and prioritise Supply Path Optimisation and related best practices, to minimise bid duplications and improve the efficiency of RTB.	Ensure that any ads.txt and app-ads.txt files are up-to-date and competently managed.	Manage the buying seats accordingly for clients and educate agencies and clients on the benefits of SPO and how the IAB Tech Lab's programmatic standards enable transparency.	Insist that DSPs manage the buying seats accordingly and educate clients on the benefits of SPO and how the IAB Tech Lab's programmatic standards enable transparency.	Adopt and host the sellers.json file and enable the SupplyChain Object standard to be utilised by buyers via their DSP - to provide full transparency into the origins, paths, and legitimacy of ad inventory.	Enquire into the availability and benefits of SPO and insist upon the usage of IAB Tech Lab's standards, to ensure full transparency into the origins, paths, and legitimacy of the programmatic ad inventory they are paying for.
4	The industry should review the inclusion and adoption, and logging, of some form of transaction ID (similar to the source.tid) within the OpenRTB protocols to enable cleaner retrospective audits.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.	Collaborative efforts in the IAB Tech Lab's OpenRTB working group and relevant industry working groups globally. Then once tested and released, full adoption of the protocols.
5	Industry-wide standardisation of essential T&C's with ad tech vendors and the mutually agreed permissions and access to data between publishers, SSPs, DSPs and agencies - to build upon the recommendations included within our AdTech Buyers Guide.	Ensure any contracts with SSPs and Exchange vendors have clear log-level data access and permissions included and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.	Ensure any contracts with clients have clear log-level data access and permissions included and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.	Ensure any contracts with all AdTech vendors have clear log-level data access and permissions included for them and their clients, and that the data is structured in a manner that allows for clean auditing and reconciliation.	Ensure any contracts with publishers have clear log-level data access and permissions included and that the data is structured in a manner that allows for easy auditing and reconciliation with other vendor data.	Ensure any direct and/or agency contracts with any AdTech vendors have clear log-level data access and permissions included - and that the data is structured in a manner that allows for auditing and reconciliation with other vendor data.

Additional resources detailing transparency standards and best practice
- Industry Tools Standards & Initiatives That Can Aid Transparency
- Australian Digital Advertising Practices
- IAB Tech Lab Standards