

12 days of holiday highlights.

as we reflect on 2021, we bring you a snapshot of our top resources in 2021 and a hint at what is to come in 2022.

12 days of content for you to explore.

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one.

identity explainer guide and matrix

The IAB Australia Data Council has created this document to provide a simple explainer of the various identifiers in the Australian market, including an ID Matrix of the 20 most popular solutions.

As well as the matrix (which also includes a fuller list of global solutions) the Explainer Guide includes information such as the definitions and examples of identifiers, deterministic vs. probabilistic data matching, 7 key considerations for both Buyers & Sellers, tokenization vs. encryption, IAB Tech Lab's latest ID Transparency Standards and a glossary of key terms.

important.

why this is

As a result of the ongoing deprecation of third-party cookies, recent privacy features in Apple's iOS environments reducing IDFA volumes and the resulting negative impact on the mechanics of digital advertising new approaches to identity will need to be developed and implemented by organisations across the ad ecosystem.

Check out the content [here](#)



two.

two privacy reviews

The federal Attorney-General's department released two privacy reviews on 25th October 2021:

The Privacy Legislation Amendment (Enhancing Online Privacy and Other Measures) Bill 2021 provides draft legislative amendments to the Privacy Act to enable introduction of an Online Privacy Code for social media companies, data brokers and large online platforms, as well as increased penalties to apply to all organisations.

The Privacy Act Review – Discussion Paper October 2021 sets out a wide range of very significant proposed reforms to the Privacy Act, to “..ensure privacy settings empower consumers, protect their data and best serve the Australian economy”.

important.

why this is

The reforms proposed in these reviews, if implemented, will have wide-ranging implications for all media and tech organisations, and will require businesses to review their practices to ensure compliance. Now is the time to engage with these reviews to make your views heard and to ensure the outcomes of these reviews are workable for industry.

As an [IAB Member](#) you can check out the content [here](#), otherwise view our Q&A on this topic [here](#).



three.

australian e-commerce report

Based on research conducted with 1,000 Australian online shoppers examining the consumer attitudes, behaviours and influences driving ecommerce in Australia, the Australian E-commerce Report 2021 found that there has been a fundamental shift in consumer shopping behaviour driven by COVID-19 and Australian retailers have adapted with investments in digital transformation that have resulted in extraordinary growth in ecommerce expenditure. The report reviews changes in online shopping behaviour, direct to consumer brands, loyalty programs and retail media.

important.

why this is

Retail habits have changed substantially over the last few years with e-commerce skyrocketing. With these changing consumer habits and the increase in digital media investment by retailers the Australian e-commerce Report provides a vital market update for media owners, agencies and marketers.

Check out the content [here](#)



four. one stop shops

IAB Australia in conjunction with it's members continue to provide beneficial resources such as whitepapers, webinars and Q&A's for the media industry that talk to key topics including:

- Cookies and Identity
- Digital Out of Home
- Apple's iOS Privacy changes
- Connected TV
- Ad Effectiveness
- Audio Advertising

We have aggregated this content into one area on each topic to provide all the resources we have in one place.

important.

why this is

The resources in these one stop shops provide media and marketing professionals with **education, information and advice** on some of the key topics and areas of the digital landscape in Australia.

Check out the content [here](#)



five.

golden webinars of content

In 2021 we continued to deliver informative, educational and inspirational content via webinar format. From Programmatic DOOH, Identity, Apple's ATT policy in iOS 14.5, State of Investment and Agency Trends in 2021, Video Advertising, 3rd party cookies and economic trends, we had it covered! Partnering with key experts on each topic, we brought insights and research followed by robust discussion on each topic.

why this is

important.

Whether you are looking to further educate yourself or your team on a particular topic or are looking to gain a new perspective, our range of webinar content will have you covered.

Check out the content [here](#)



six.

audio state of the nation

The 5th wave of IAB Australia's "Audio Advertising: State of the Nation" research was released early 2021. The research provides insight on how the media buying community is using audio advertising across all platforms, covering broadcast radio, streaming digital audio, DAB+ and podcasts.

The council released the first Audio Advertising State of the Nation back in 2017 with the aim to enrich all sectors of the digital audio space to ensure consumption, investment and the industry strive well into the future.

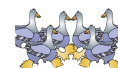
Stay tuned for Wave 6 in January 2022.

important.

why this is

With this Wave 5 of State of the Nation we can see usage of digital audio platforms maturing and playing a more consistent role in media plans with media buyers embracing the branding potential different formats offer and their synergistic effects when bundled with other media opportunities.

Check out the content [here](#)



seven.

digital data exchange: the consumer view

At MeasureUp 2021, independent research company Ipsos released an important new local study on consumer perceptions of data privacy, data monitoring and the value exchange.

The Report provides robust local data to quantify the understanding that Australians have in relation to both the funding of their digital media and services as well as the data value exchange. It has been released to help publishers, agencies and marketers understand what is required to communicate clearly and run their data collection operations transparently to enable trust, while also helping to educate audiences about the myriad of digital news, entertainment, information, and services that the \$14.5B local digital advertising industry funds.

why this is

important.

Digital Data Exchange: The Consumer View has been released to help publishers, agencies and marketers understand what is required to communicate clearly and run their data collection operations transparently to enable trust, while also helping to educate audiences on the myriad of digital offerings.

Check out the content [here](#)



eight.

contextual targeting handbook

Over the last decade or so, the industry has become highly focussed on audience-based buying and how to most efficiently and effectively leverage third-party data. More recently a nostalgic trend has emerged of a return to contextual attributes, driven by an increased focus on consumer privacy and the deprecation of third-party cookies for campaign targeting, management and measurement.

The timing of this handbook being published by the IAB Australia Data Council is very conscious of the phase that we are currently in with third party cookies being gradually depreciated and a greater interest returning to Contextual Targeting.

important.

why this is

This intention of this handbook is to help define what contextual targeting is, how it works, how it differs from behavioural targeting and to provide some best practices and recommendations for the future – based upon what we already know and where we are seeing increased innovation and investment.

Check out the content [here](#)



nine. creativity in video

IAB Australia, the Video Council and the Ad Effectiveness Council have come together to bring you what you need to know when it comes to understanding your Video campaigns. From the briefing process to understanding the environment or device your content will play on, we have you covered!

why this is

important.

We know creativity is the dominant driver of effectiveness. It has been proven time and again, hence the importance of investing in quality digital, applying best practices, testing it and creating a brands own benchmarks to continually strive for optimal creative design and messaging.

Check out the content [here](#)



ten.

connected tv technical handbook

Following the 2020 publication of the Connected TV Guide by the Video Council, we have now updated the content with a technical annex paper to provide a more detailed explanation on the technical capabilities of CTV as well as diving deeper into what those opportunities mean for agencies and advertisers.

Look out for updated data on CTV consumption and revenue trends, key technical considerations, the benefits of buying CTV programmatically and some top technical tips for buyers planning CTV campaigns.

important.

why this is

For agencies and marketers who are interested in further understanding the technical capabilities of CTV. This paper covers off the updated data on consumption and revenue trends of CTV, the technical considerations when it comes to buying into CTV and what they mean, the benefits of buying CTV programmatically and the top tips when planning for a campaign that includes CTV

Check out the content [here](#)



eleven.

affiliate marketing industry review

Affiliate Marketing is establishing itself as a valuable and sophisticated acquisition channel for brands. The IAB and its Affiliate Marketing Working Group have published this third annual industry review to explore current experiences and plans with Affiliate Marketing amongst marketers and agencies in Australia.

Affiliate Marketing is continuing to experience significant growth amid the turbulence brought about by COVID-19 and the lockdown. Over two-thirds of survey participants saw an increase in affiliate spend across 2020, with a third spending over \$50k per month through the channel. More on these stats in the review!

why this is

important.

The 2021 affiliate industry review demonstrates how important affiliate marketing is for Australian brands. Continued growth, and positive success metrics, are making this an invaluable channel during a time of uncertainty and disruption.

Check out the content [here](#)



twelve. dooh buyers guide

As the DOOH industry develops, there has been a need for industry education that can help both traditional OOH buyers and digital buyers have a common language as well understanding for planning, trading, measuring and working with partners in the DOOH arena. The IAB Australia DOOH Working Group has developed the first local market DOOH Buyer's guide to fill this gap.

Experts from twenty different organisations operating in the DOOH space have collaborated to provide media agencies (large or small) with an industry resource that should enable smarter, faster, more efficient and effective DOOH trading. This guide will be updated as the market grows and develops.

why this is

important.

The purpose of the DOOH Buyers Guide is to provide those either already buying DOOH or considering adding it to their next campaign with a clear, comprehensive and credible resource, which addresses the intricacies of the medium, cuts through any jargon and shines a light on industry best practices.

Check out the content [here](#)



2022.

a hint at what is to come

one.

more live
events

two.

working through
government reviews

three.

roll-out of new audience
measurement currency
with ipsos

four.

expansion of our
case study library

five.

more policy and
privacy briefings

six.

further training and
development resources

**+ our continued work with the councils and
working groups on key projects and handbooks**

thankyou.