


12 **iab.**
australia
days of
Holidays





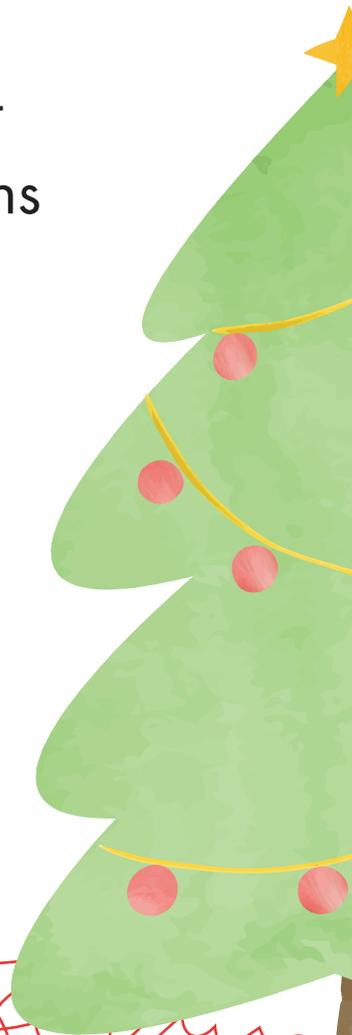
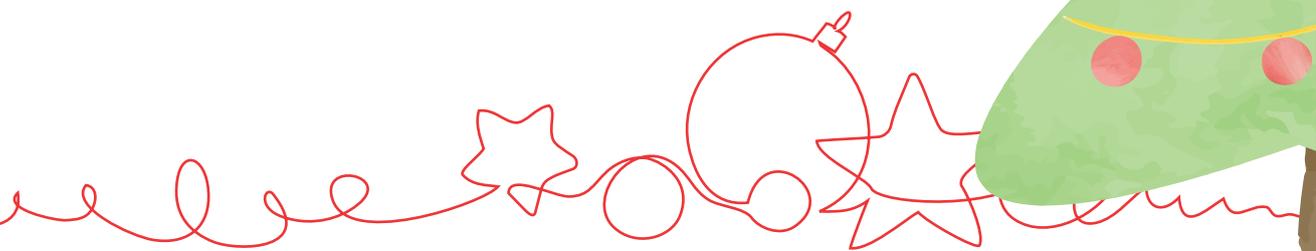
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audio buyers guide

The guide provides harmonised definitions for digital audio and an overview of the audio advertising landscape in Australia.

It offers key considerations and best practices for digital audio campaigns to optimise audio for success.

01





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australian ecommerce report 2022

The Report provides an understanding of online shopper behaviour to help retail marketers respond to economic changes, navigate the continuing influence of covid, optimise omnichannel experiences and bolster confidence among hesitant shoppers.



02



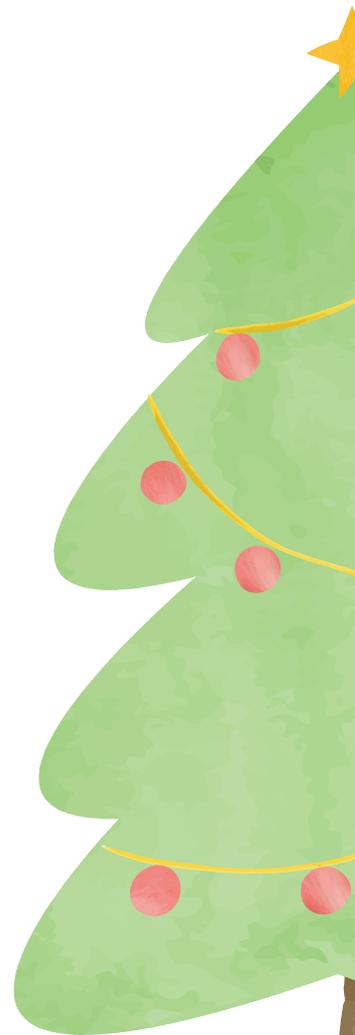
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programmatically trading and advertising microcredential

IAB Australia has partnered with Deakin University to deliver the Programmatic Trading & Advertising microcredential.

It allows students to gain skills in responding to client briefs, media planning, optimisation, evaluation, and reporting.

03





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1st party data handbook

The handbook provides updated definitions of 1st party data and insights into the various types and formats that exist.

Alongside this you'll find meaningful examples of the opportunities to effectively maximise, enrich and utilise data assets responsibly for advertising.



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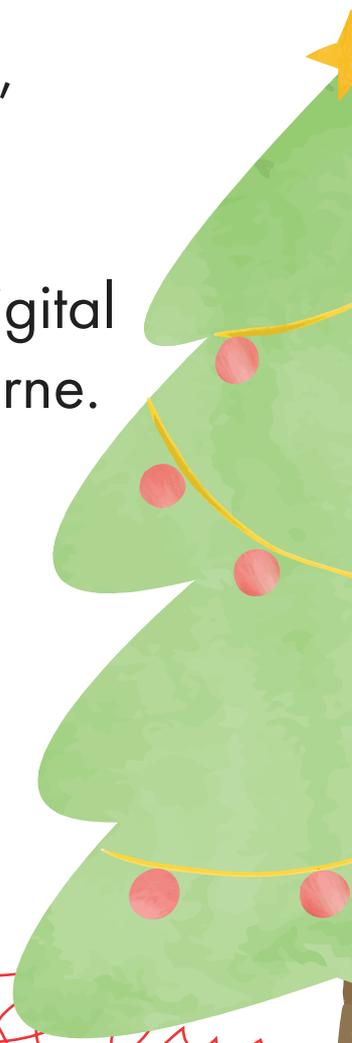
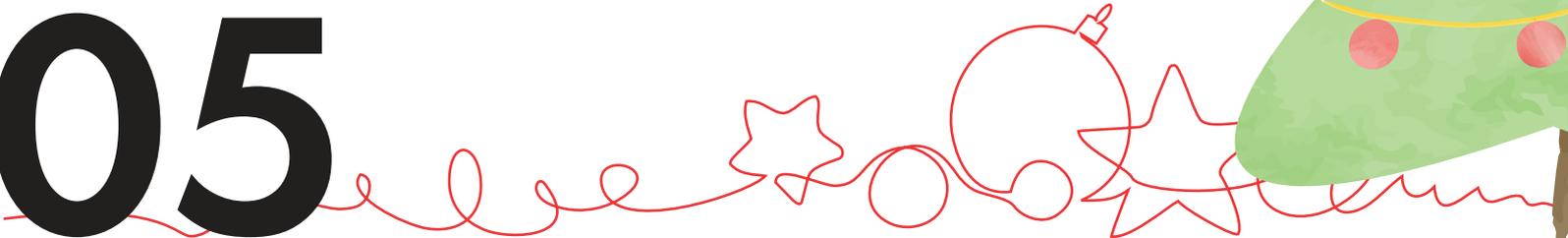
our events | 2022

Together with our members, the iab australia team hosted a number of events in 2022.

These included: video, data, privacy, affiliate, audio and game advertising. We had some robust discussions on sustainability, talent and CTV at the Digital AdOps events in Sydney and Melbourne.

Plus we ran a full-day on all things ad effectiveness and measurement at MeasureUp 2022.

05





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careers in media and digital advertising podcast series

This series explores careers in media and digital advertising, chatting with those who work in the industry on how they started their careers and providing tips for newcomers.



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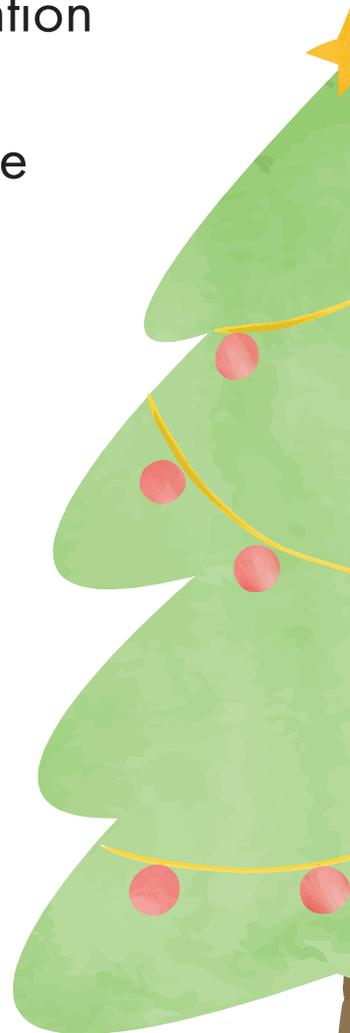


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ad attention measurement landscape report

The Report is the largest collation of information and perspectives on ad attention measurement available in the Australian marketplace. Cutting through the hype we provide balanced information on the emerging techniques for measuring advertising attention, helping marketers explore the various methodologies and identify which will work best for their activity and business scale.

07





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game advertising handbook



The handbook provides guidance and information on a range of key areas including personas, best practices and the various environments in which Gaming advertising opportunities reside in the game, around the game and away from the game.

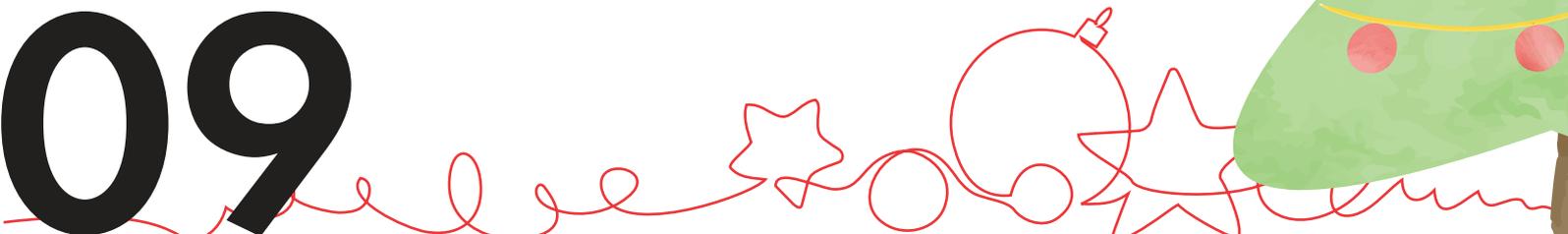
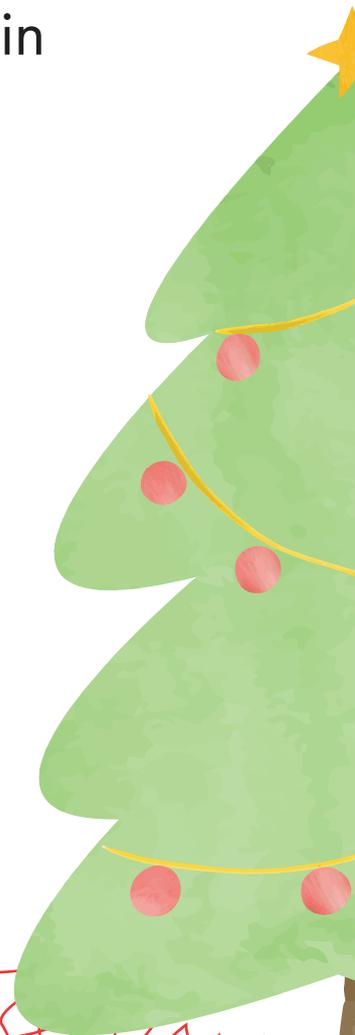


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mentorship program

IAB Australia's Mentorship Program was launched in 2019 to support up-and-coming talent. The program exists as a professional development program for those currently working in digital media, and looking to further their career within the industry.

09





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state of the nation series



Over the last 12 months we have conducted industry surveys on advertising in video, gaming, dooh, affiliate marketing, audio and data.

These surveys provide a unique buy-side look into the current perceptions and future opportunities that are associated with each area of digital advertising.

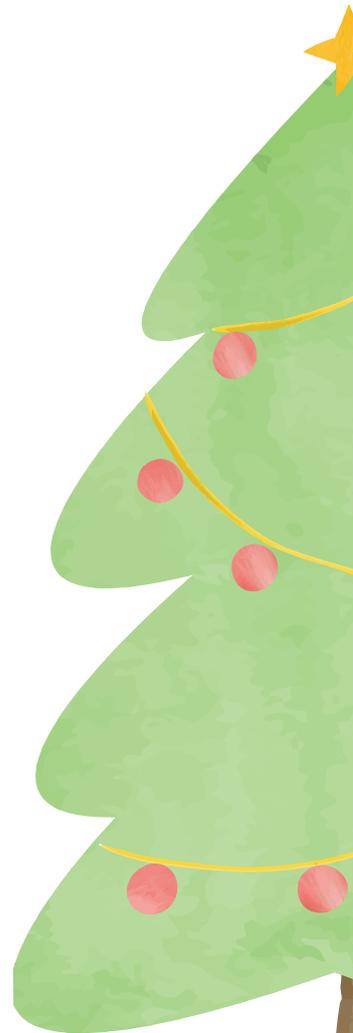
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ad tech talent review

With the current high demand for talent continuing, IAB Australia has worked with members to understand the current profile of people employed in the industry, vacancy rates, impact to visas and market training required.



ad'ing value: impact of digital advertising on the Australian economy & society

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Australia's digital advertising industry plays a significant role in the economy and society.

The report Ad'ing Value which was prepared by PwC and commissioned by IAB Australia confirms the industry's total contribution in Australia.

