

financial year 2023
**annual
report.**

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a note from our chair & ceo

Everyone working in the media and marketing industry will be very aware of the central role that the digital advertising ecosystem plays in Australia's economy and society, enabling the delivery of free online content, products, and services to all Australians. And that's why IAB Australia is so active to ensure it supports the industry.

Financial year 23 was the most important and impactful one on record for IAB Australia.

With the digital advertising market and opportunities continuing to grow and diversify, so too did the member base and work carried out by the IAB. We undertook several major initiatives including the roll out of a new industry digital ratings currency, rallied the industry to achieve an aligned position on privacy reform, launched the first industry and university co-designed micro-credentials, and released a major economic research report, Ad'ing Value.

The IAB Board welcomed several new directors during 2023 and the refreshed board continues to support the IAB purpose to grow sustainable and diverse investment in digital advertising in Australia.

I'd like to offer a special thanks to all member organisations for investing in the IAB. Your commitment enables the industry to create agreed standards, develop vital market data and research, develop talent, and inspire marketers with creative and effective ways to confidently invest their advertising dollars.

Do please all remember that making the most of being part of an industry body like IAB is a bit like being a member at a gym. The more you put into it the more you (and your organisation) get out of it.

As we look forward to 2024, the IAB will focus on several initiatives including helping marketers with assessing ad effectiveness and video measurement, finding ways to reduce industry carbon emissions, helping all sectors to navigate changes in data usage and privacy obligations. We'll be driving transparency and efficiency and will continue to showcase and promote sustainable industry growth. You will hear more about these in the coming months and I encourage you to consider how you may be able to get more involved.



matt rowley
ceo
pedestrian group | iab chair

Despite a challenged market, the Australian digital advertising industry experienced growth this year to reach \$14.2B in advertising spend, an increase of 2% on FY22. While it's encouraging to see continued growth, with increased scrutiny on investment from all sectors, it will be vitally important that the IAB continues to invest in ways to support the market have confidence in their investments as well as identify ways to make those investment efficient and effective.

In 2023 this meant our focus was on ensuring we have a robust digital ratings currency, assessing and reviewing existing and emerging ad effectiveness measurement techniques, providing feedback to Government on proposed policy changes, developing industry technical standards, expanding our quarterly market revenue reports, and showcasing case studies and best practice and helping to develop and support talent.

The IAB team, board, councils and working groups worked hard together to make this an industry that is both responsible and inspiring at the same time.

We invested heavily in our policy and regulatory activities with a busy year working with our members and Government on a range of topics including privacy, AI, data broking, advertising restrictions and more.

Education and connection continued to be the IAB's two most important priorities. Over the last 12 months we ramped up our education offerings with the launch of our industry micro-credentials. We also rolled out several new e-learning programs that enhanced our suite of offerings that have been used by more than 1,000 people.

Our coveted IAB Mentorship Program continued through the year, and I'm delighted to report that more than 350 people, all of whom have less than ten years' experience in the market, have now participated in it. The next round opening for applications this month. Please do encourage your junior staff to consider applying.

Some 2,500 people attended an IAB event this year, taking the time to get up to speed with the latest industry topics while making new and deeper connections across the market.

More than 350 leaders took part in our councils and working groups, driving important industry initiatives, gaining valuable market intelligence, and developing trusted networks. A huge thanks to the people who commit their time and energy to these groups with output that makes a huge difference in market.

And some 7,500 subscribers read about our latest market updates and news in our weekly IAB newsletter.

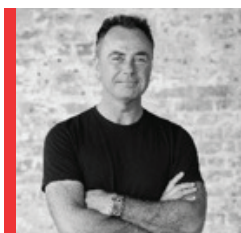
I'm not sure we always appreciate that IAB Australia is part of a global network in 45 markets with over 4,000 member organisations across the world. This network comes together to pioneer global solutions to shared challenges, offer a united perspective on the latest trends and uphold standards across markets. This means that our members benefit from lessons and standards from across the globe, as well as having access to our dedicated and experienced local team.

I'd like to offer a huge thank you to the IAB Board for so much support and enthusiasm, to the IAB team for getting through an amazing amount of work for such a small team and most importantly to all our member organisations who invest in and trust the IAB to support and represent their companies.



gai le roy
ceo
iab australia

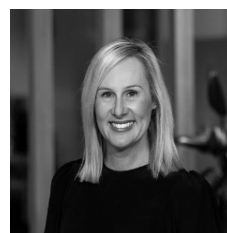
iab australia board.



matt rowley
ceo
pedestrian group
(representing nine entertainment)
& iab chair



vanya mariani
commercial director, media
carsales



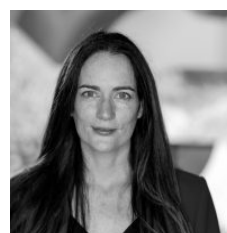
sarah myers
gm, audience and marketing
rea group



mason rook
commercial director
the guardian australia



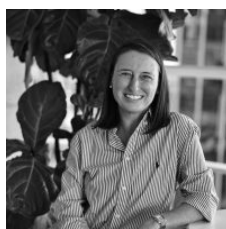
paul blackburn
director of commercial data, video
and product
news corp australia



caroline oates
head of youtube, deals and
programmatic sales
google



andrew brain
director - audience development
and growth
seven network



carolyn bollaci
director of agency
meta



john mcnerney
managing director, ausea
yahoo



adele wieser
regional managing director
index exchange



gai le roy
ceo
iab australia



rebecca darley
chief marketing officer
domain

■ joined october 23

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iab team and structure.

iab board



iab councils



iab working groups

affiliate marketing

gaming

dooh

talent & careers

retail media

sustainability

search

iab australia team.



gai le roy
ceo



jonas jaanimagi
technology lead



natalie stanbury
director of research



sarah waladan
director of policy &
regulatory affairs



jenn thomas
director of marketing &
memberships



tiffany hill
events &
office manager



liz eades
director of learning
& development



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about iab australia.

The Interactive Advertising Bureau (IAB) Limited is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as research, resources, events, reporting, and industry representation. IAB Australia is the peak trade association for online advertising in Australia.

As one of 45 IAB offices globally and with a membership base of over 4,000 internationally and along with IAB Tech Lab set the standards for digital advertising globally. The role of the IAB Australia is to support sustainable and diverse investment in digital advertising across all platforms in Australia.

Ensuring the necessary standards and guidelines are in place to promote a trusted and transparent digital marketplace, reduce the friction within the digital supply chain and to improve the online advertising experience for consumers, advertisers, and publishers.

The IAB Industry Charter details the organisation's focus on helping marketers and agencies involved in digital advertising by demonstrating to marketers and agencies the many ways digital advertising can effectively and efficiently deliver on business objectives.

To achieve these goals, IAB Australia produces content in the form of standards and guidelines, best practice handbooks, and research and resources to clarify and improve digital ad effectiveness and strengthen the supply chain. We also invest significant time and resources in the management of a sole and preferred supplier deed for digital audience measurement, delivering a world-class digital measurement solution for the digital advertising industry.

IAB purpose

"grow sustainable & diverse investment in digital advertising in australia"

what

- Digital effectiveness
 - Content and ad measurement (digital & cross media)
-
- Standards & guidelines
 - Data & data privacy
 - Digital value chain

how

Demonstrating to marketers & agencies how digital advertising delivers on their business objectives

Ensuring there are standards & solutions in place that

- drive trust & transparency
- reduce friction associated with the digital ad supply chain
- improve ad experiences for consumers, advertisers & publishers

Values

- Trustworthy
- Raising the bar
- Passion and Fun
- Learning and Growth
- Making a difference

FY23 Priorities

digital driving long term brand & business growth
increasing confidence in digital supply chain
data governance & consumer privacy - education and guidance
evolution of targeting, measurement & attribution
talent – development & training

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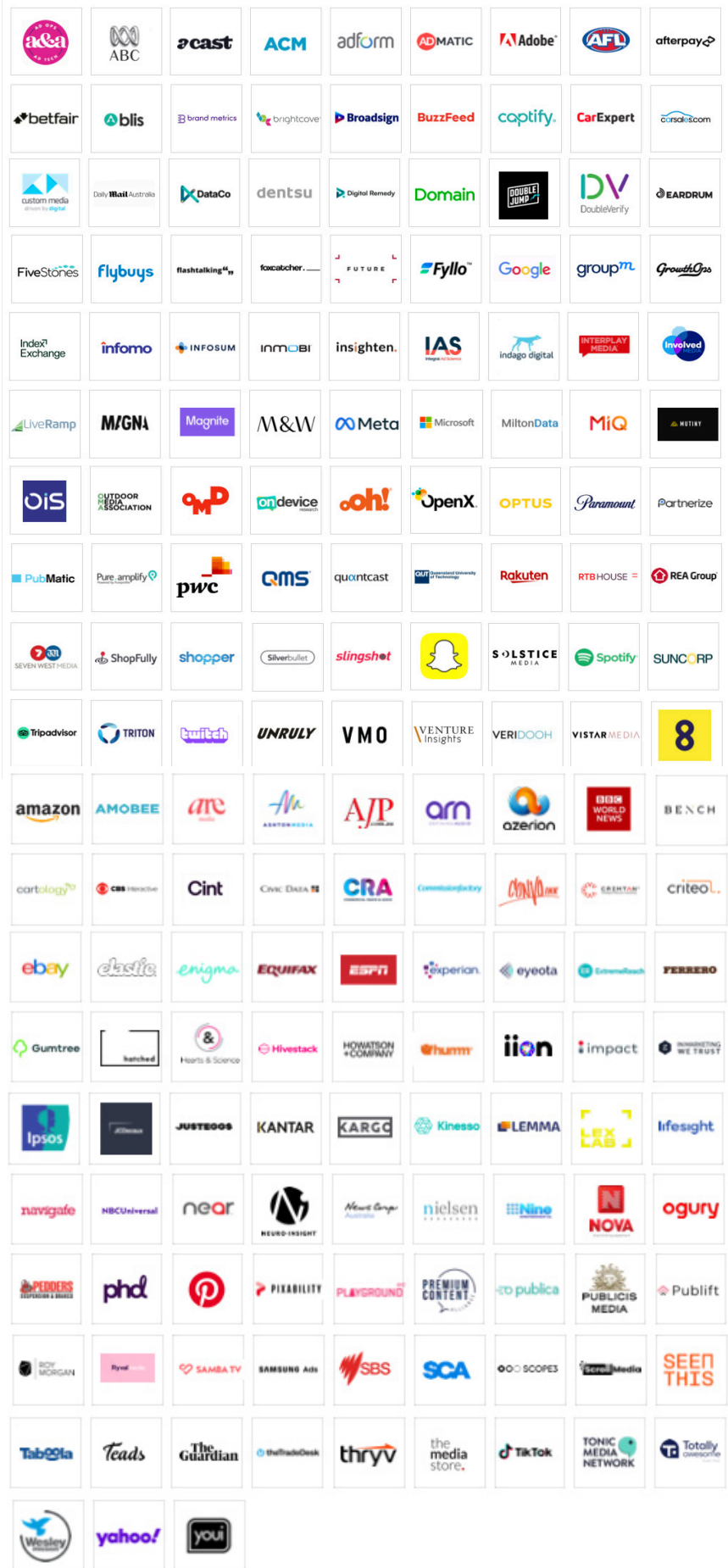
members.

FY22 > **FY23**
167 **174**

member organisations

from all sides of the media & advertising industry. This is the largest number of financial organisations in the history of IAB Australia.

new members early FY24





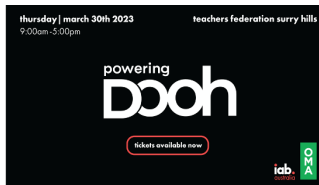
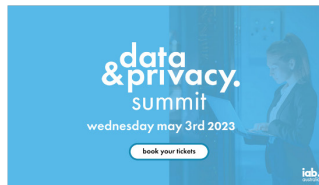
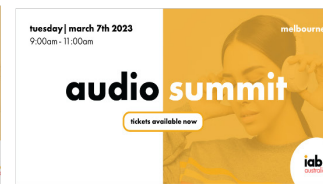
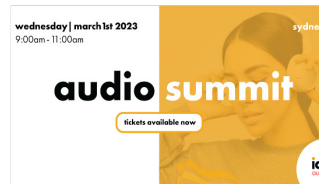
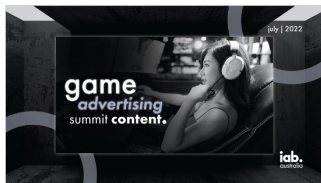
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events.

12 industry events with over 2,500 attendees

Events and community activities are a major part of the value that the IAB brings to the media and marketing industry in Australia. These events not only educate and challenge the industry but provide support, networking and help introduce new voices and ideas into the market.

FY23 saw IAB Australia deliver 12 in-person industry events with over 2,500 people in attendance. Two new events, Powering DOOH (in collaboration with the OMA) and a Brisbane Market Updated were added to the annual roster.





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market revenue.

total australian online advertising market in fy23: \$14.2 billion

Online advertising expenditure was \$14.2 billion in the twelve months ended 30 June 2023, representing growth of 1.8% on FY22, this modest growth was off the back of significant growth in FY22 and FY21 (22.1% and 24.6% respectively). Digital advertising now makes up more than two thirds share of the total paid ad market. Of digital investment in FY23, 44% was attributed to Search and Directories, 39% to General Display and the remaining 17% to Classifieds.

Streaming audio and podcasting revenue with data from IAB and CRA members was reported for the first time in FY23 with audio revenue representing over 4% of general display investment. Along with video investment, audio represents one of the fastest growing formats in the digital market.

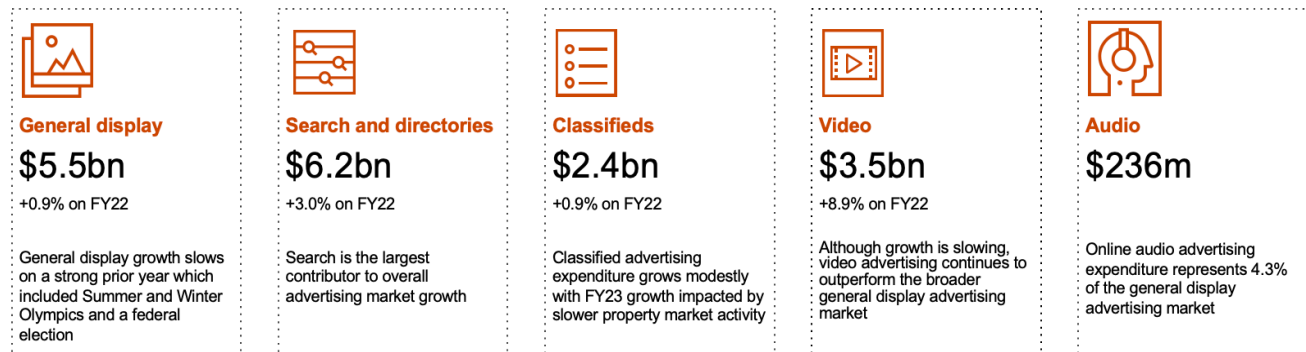
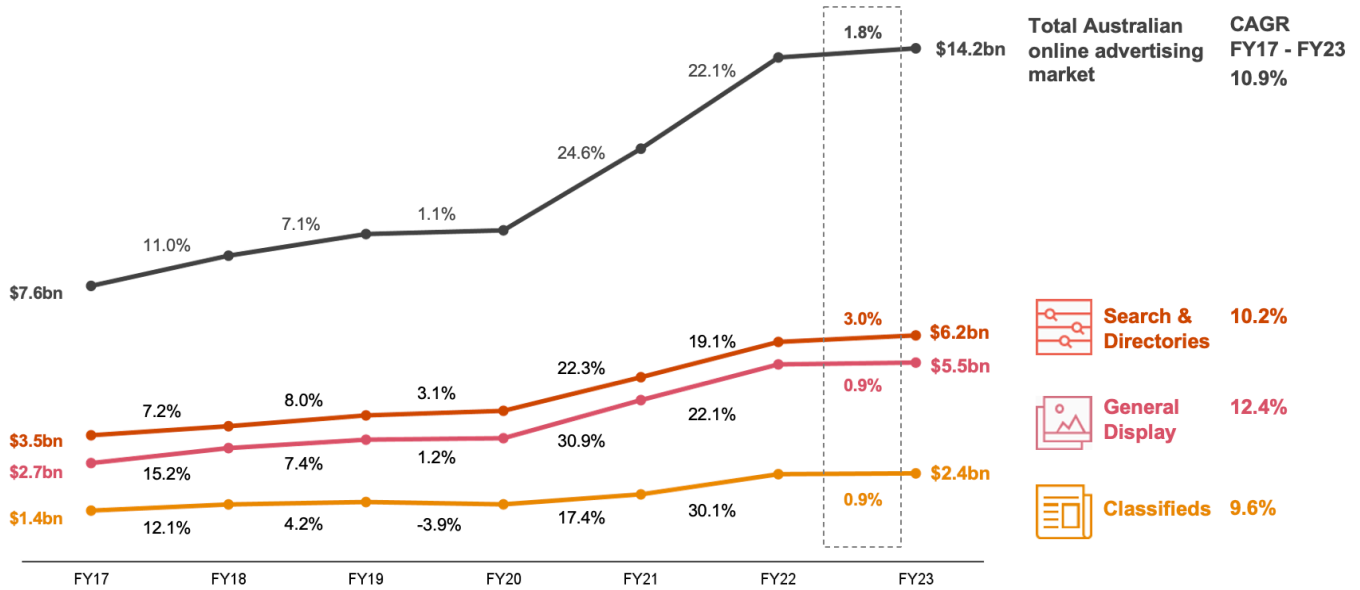
Over the last couple of years, the leading advertiser investment category has been the retail sector, representing 16.5% of display spend in FY23, followed by the automotive sector with 12.9% share. Automotive marketing investment, which has been suppressed for a number of years due in part to low supply, started to increase in the back half of FY23 and into FY24.

The quarterly IAB/PwC Online Advertising Expenditure report is provided free of charge to IAB Australia members who have access to industry data from 2006.

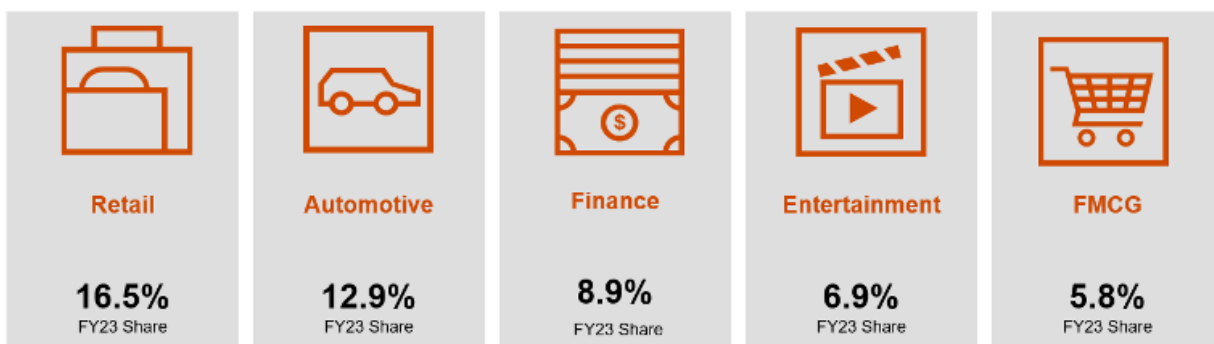
Beyond pure digital advertising investment, the digital advertising industry contributed a total economic value of \$94 billion to GDP and supporting over 450,000 jobs in 2021. The report Ad'ing Value which was prepared by PwC and commissioned by IAB Australia, confirmed the industry's total contribution is the equivalent of over 4 per cent of GDP and over 3 per cent of total employment in Australia in 2021-22. The report also found that the social value of the consumer benefits generated by the ad-supported digital ecosystem was \$55.5bn in 2021.



Online advertising expenditure by category over time (\$ million)



top 5 advertiser categories fy23 – display advertising

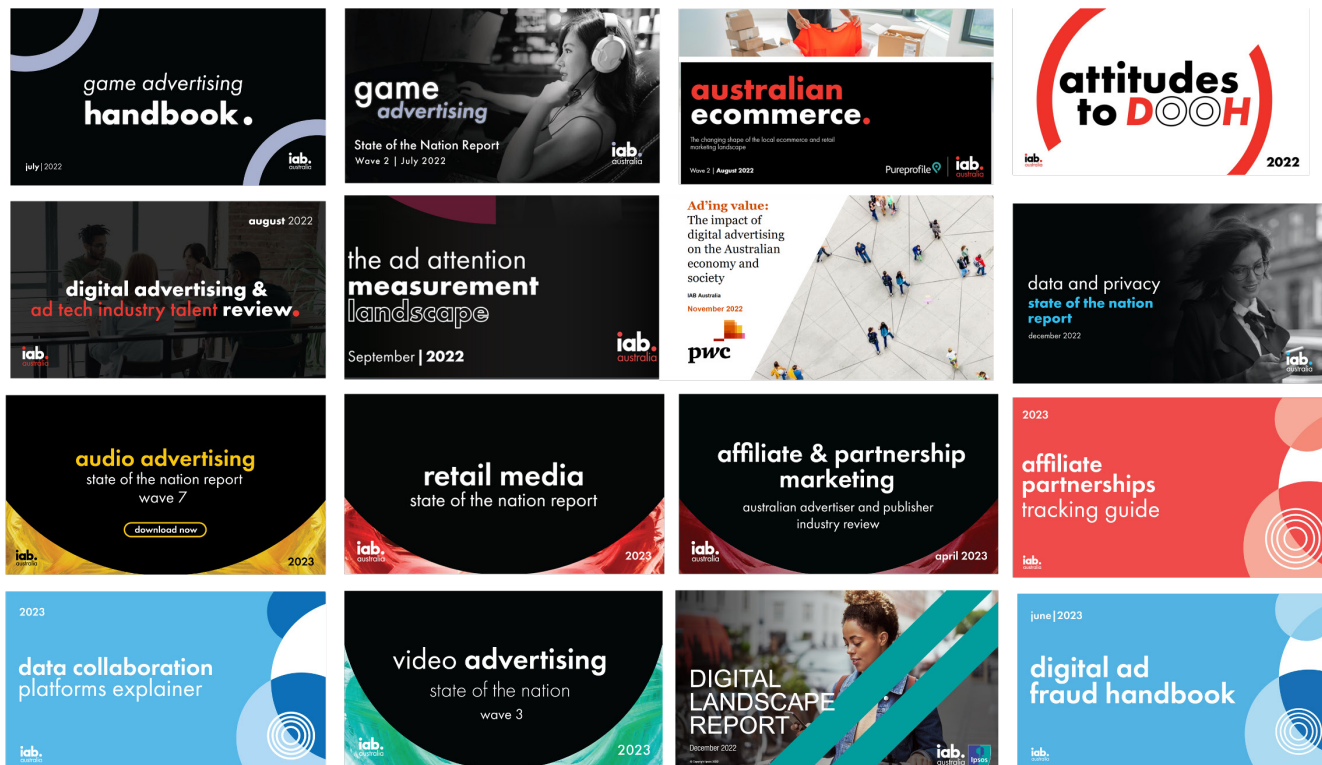


A background image showing a woman with glasses and a lanyard clapping her hands. She is wearing a blue and white patterned top. Other people are visible in the background, some also clapping.

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fy23 content & major releases.

16 major research reports and quarterly digital market ad revenue reports



resource
downloads

51K



video
watch time

1K hrs



social
followers

14K



newsletter
subscribers

7.5K



podcast
listens

7K



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pr and communication.



Representing the digital ad industry and members in market remains an important role of the IAB in Australia, trade media coverage remained high in FY23 with over 900 articles and the share of voice of trade associations and measurement currency bodies was an impressive 40%.

This consistent stream of information and education in the media continues to reinforce the benefits of digital advertising, ways to improve the ecosystems as well as the implications of that for increasing marketing opportunities and the broader national business economy.

The IAB directly communicates with nearly 7,500 industry professionals via our weekly newsletter provide industry updates and information on IAB initiatives as well as events.

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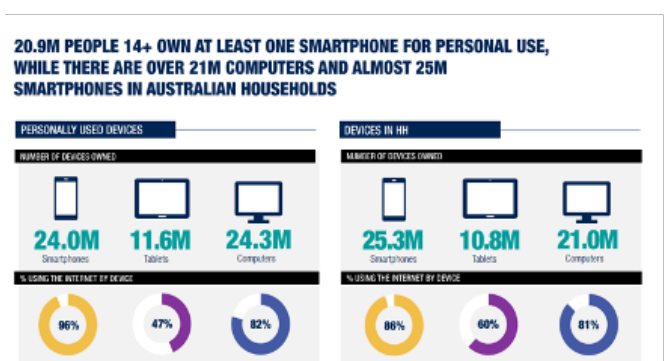
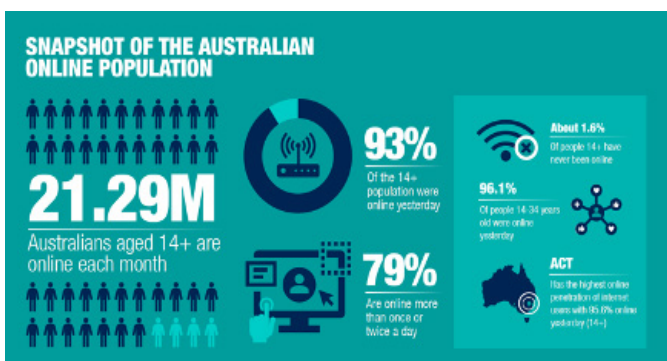
measurement.

ratings

Ipsos iris, Australia's new digital audience measurement currently endorsed by the IAB, launched in March, providing accurate data about the 21 million Australian's aged 14+ who access a wide variety of digital content and service across Smartphone, PC/Laptop and Tablet devices. Ipsos iris is an independent source of truth for the media industry providing a level playing field for comparison of audience reach and characteristics and supporting the \$14.2 billion Australian online advertising market. The next stage of Ipsos iris development involves integrating CTV data from OzTAM and YouTube into the digital currency providing a world first combined digital and CTV audience view.



media consumption



ad effectiveness

The ad effectiveness e-learning program launched in FY22 continues to help educate the market on the range of methods to measure ad effectiveness with over 500 enrolments in the program at the end of FY23.

In September 2022 the Ad Effectiveness Council released a comprehensive report on the Ad Attention Measurement Landscape, this report is one of the most widely used IAB Australia resource and has also been used extensively by international IAB chapters.

In June 2023, the Ad Effectiveness Council launched a Marketing Measurement Innovation series to help marketers navigate new techniques that make the most of advancements in AI as well as meeting consumers and Government expectations for greater data privacy and adjust their advertising measurement toolkits in response to greater restrictions on device IDs and third-party cookies.



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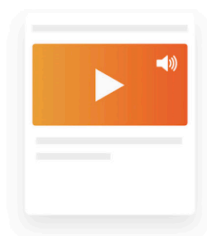
tech developments and standards.

The IAB locally and through IAB Tech Lab remains at the centre of the development, implementation and education of important industry technical standards. Throughout FY23 there were a number of key releases as well as ongoing projects to help improve the efficiency and effectiveness of digital advertising across all devices.

revised specifications for video ads

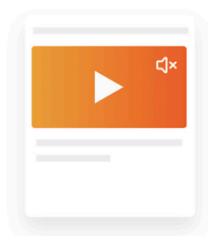
These amended guidelines changed the definition of in-stream video to include video that is sound-on and plays before, during or after streaming video content the user has requested; delivers within a player; monetizes content that the publisher is delivering; and can include linear and nonlinear ads, which don't need to be videos.

Improved transparency into video in-stream or out-stream classifications ensures that video ads will be priced more fairly, leading to greater access and demand from advertisers. This will also enable publishers to get a fair price for valuable inventory during an economic downturn.



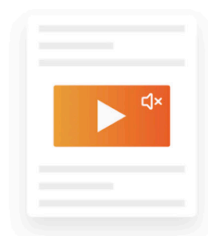
In-stream

Video ads that play within the context of a video player, either before, during, or after the primary video content with "sound-on" by default. Need to have explicit user intent to watch the video.



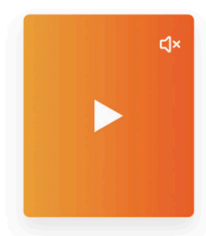
Accompanying Content

Previously labelled as in-stream these video ads (pre, mid, post-roll) situated within editorial content and begins to play when it comes into a user's viewport.



Standalone

Video ads that are not connected with any content.



Interstitial

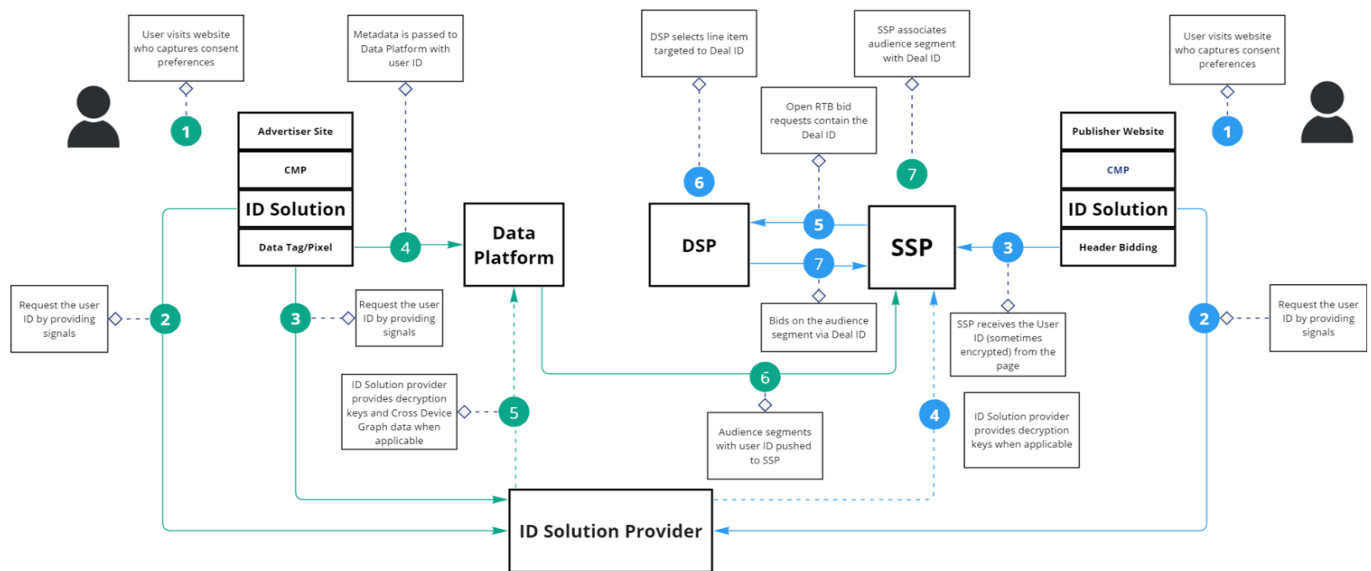
Full-screen video ads, whether web or in-app.

interoperable data clean rooms guidance

The IAB Tech Lab released a private audience activation specification named "Open Private Join & Activation (OPJA)" alongside the "Data Clean Rooms (DCR) Guidance" in February 2023. These two documents work in tandem to provide guidance to buyers and sellers choosing Data Clean Room solutions and to enable vendors to build standardised and interoperable private audience activation features.

identity solutions guidance

IAB Tech Lab developed this ID solutions guide as an informational guide for advertisers, publishers, media agencies, data collaborators, & ad tech vendors to demystify the landscape, better understand the scope and scale of ID solutions and the technology, so that they can evaluate different ID Solution partners.



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policy and privacy.

privacy

There has been a lot of progress on privacy reform this year.

In February 2023, the Attorney-General's Department released the Privacy Act Review Report, which put forward a number of specific proposals for consultation. IAB Australia provided a detailed industry agreed submission to the consultation process on the Report's proposals in March, with a particular focus on our concerns in relation to the proposals on targeting, trading, the definition of 'personal information' and the lack of clarity around the proposed 'fair and reasonable' requirement.

Promoting understanding of our industry, the impact that the proposals would have on our industry, as well as the value that our industry provides to Australian consumers, has been a priority throughout the year.

The Government response to the Report, released in September, recognised the issues we raised throughout the year, particularly in relation to targeting, and indicated that further consultation will be undertaken a number of areas to get the details right.

We are pleased with the progress of this process and look forward to continuing to engage with the Government on this most critical issue to our industry.

data brokering

IAB Australia also made a submission to the ACCC's inquiry into third party data brokers (part of its Digital Platforms Services Inquiry), focusing on the value of third-party data brokering to the online advertising ecosystem. While no recommendations are expected, it is likely to feed into the Government's thinking around the privacy law review.

ai

IAB Australia also provided a submission to the consultation on 'Safe and Responsible AI', outlining the uses of AI within the industry, setting out the existing regulatory framework that applies to these uses, supporting a risk-based approach to regulation for new and emerging risks, and highlighting the importance of getting privacy law reform right to ensure that risks of bias that arise from uses of AI are mitigated.

advertising restrictions

The Government is looking at harms arising from online advertising and the first cab off the rank this year was gambling. With the 'You win some, you lose more' parliamentary report recommending a complete ban of gambling advertising, IAB has been working with Government on considering alternative options to a complete ban. This work is ongoing, and the Government has also started the process of considering whether unhealthy food advertising should be restricted.

other issues

As the year comes to a close, we are still working on a number of issues including finalising an industry position on the regulation of unfair trading practices, anticipating consultation on a legislative approach to regulating scams, and further work on transparency and accountability to improve operational efficiency across the supply chain.



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talent and training.

IAB Australia continues to make significant investment in talent and training initiatives in FY23 to help the industry attract new talent, enhance capabilities of people within the industry through a range of new training programs.

iab australia mentorship program

The mentorship program, running since 2019, is one of the most important industry initiatives that has been established by the IAB Executive Technology Council to support our emerging leaders.

To date 350 people with less than ten years industry experience have benefitted from this six-month long program where they are matched and mentored by a senior industry leader outside of their own organisation.



digital advertising & ad tech industry talent census

The annual Talent Review provides market data on vacancy rates, in demand roles, HR policies and the skills needed by the industry.

The industry vacancy rate dropped significantly from 11.8% in 2022 to 4.6% in 2023 back to 2020 levels.



micro-credentials partnership with deakin university

The first two industry and academia co-designed micro-credentials (Programmatic Advertising & Digital Ad Operations) were launched by IAB and Deakin University in late 2022 / early 2023.

The accredited postgraduate stackable short courses offer 75 hours of self-paced learning that can be completed in as little as six weeks or as long as six months.



free e-learning courses

There have been over 1,100 enrolments in the IAB Australia e-learning courses since the launch. A number of new e-learning programs have been rolled out in early FY23 including digital audio, programmatic DOOH and ad fraud. A range of retail media education modules will be released in late 2023/early 2024.



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- 38** major releases fy24 (to date)
- 40** major iab and industry priorities fy24
- 42** events plan for 2024

councils and working groups.

IAB Australia Councils and Working Groups comprise of representatives from across the industry to drive vital initiatives and education for the market. Over 350 industry leaders participate in 13 Councils and Working Groups to drive important industry discussions and sharing of best practice.

councils.



purpose

Provide insight, leadership & guidance with a particular focus on the digital value chain. Working in a collaborative manner with other councils & providing a strategic view of IAB focus areas.

FY23 Initiatives:

- Mentorship Program
- Technical expertise for regulatory and policy work
- Helped to establish the Sustainability Working Group



purpose

Identify standards and guidelines both nationally and internationally, evaluate the needs of the local advertising industry, establish a program of work to produce and promote standards and guidelines for the Australian online advertising industry.

FY23 Initiatives:

- AdOps Conferences – curation and co-ordination
- Digital Ad Fraud Handbook



purpose

Drive and monitor standards for measuring digital audiences and content ratings in Australia.

FY23 Initiatives:

- Launch of new audience measurement currency, Ipsos iris
- Landscape and consumer behaviour reports



purpose

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

FY23 Initiatives:

- Ad Attention Measurement Landscape report
- Launch of Marketing Measurement Innovation Series



purpose

Aims to empower the Australian market to make the most of the opportunities in video advertising by providing education, inspiration & technical standards. Build trust and transparency in the industry & support the market growth.

FY23 Initiatives:

- Video Advertising Summit
- Video Advertising State of the Nation Report



purpose

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

FY23 Initiatives:

- Data and Privacy Summit
- Data and Privacy State of the Nation
- Input into industry response and discussion with Government and regulators in relation to privacy reform



purpose

Educate & evangelise the power & true value of audio to the advertising industry. Develop research, guidelines & standards in audio advertising & drive revenue.

FY23 Initiatives:

- Audio Summit
- Audio State of the Nation Research
- Creative Showcase & Case Studies
- Digital Audio Foundations e-learning launch early FY24

working groups.

dooh working group

purpose

Established to support the growing DOOH industry, assist with standards, education and healthy development of DOOH, particularly programmatic DOOH.

FY23 initiatives:

- Powering DOOH event with OMA
- Development of Programmatic DOOH foundations e-learning

affiliate working group

purpose

To provide the market with information about the Affiliate and Partnerships industry

FY23 initiatives:

- Affiliate Industry Review
- Affiliate and Partnership Marketing Event

game advertising working group

purpose

Support the growth of game advertising in the Australian market and provide education and inspiration on the opportunities available. .

FY23 initiatives:

- Game Advertising Summit
- Game Advertising Handbook

talent & careers working group

purpose

Reviewing needs to attract, retain and support talent in our industry

FY23 initiatives:

- Advisory role for IAB / Deakin Micro-credentials training development
- Industry Talent Census review and related articles supporting people in the industry

sustainability working group

purpose

Help the industry identify ways to measure and reduce carbon emissions generated by digital advertising.

FY23 initiatives:

- Sustainability in Digital Advertising – Best Practices and Recommendations

retail working group

purpose

Provide education and market information on retail media as well as help establish best practices and standards.

FY23 initiatives:

- Retail Media State of the Nation
- Retail Media Glossary of Terms
- Work on Retail Media Foundations e-learning for launch in late 2023

+ establishment of new search marketing working group in early FY24



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major releases fy24 (to date).





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major iab and industry priorities fy24.

iab australia 2024 focus areas:

IAB Australia will continue with a wide range of works streams to support the industry in 2024, listed below are topics that will have new or expanded resources allocated during the year

data & privacy

Working with government and industry to ensure the digital advertising ecosystem can operate effectively with changes to privacy policies and loss of signals.

sustainability

Working with member organisations and other industry bodies to drive initiatives to measure and reduce carbon emissions caused by digital advertising.

measurement


Continue work to improve measurement in relation to content measurement, ad effectiveness and carbon emissions.

transparency & efficiency

Drive confidence, improve efficiency & reduce carbon emissions through industry standards and best practice guidance.

showcase & promote industry

Showcase the impact and importance of the digital advertising as well as help protect the advertising industry from unnecessary advertising bans.

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events planned for 2024.

events. 2024

<small>NSW</small> audio summit february 28	<small>VIC</small> audio summit march 6	<small>NSW</small> powering dooh event april 4	<small>NSW</small> affiliate marketing event april 30	<small>NSW</small> data & privacy summit may 15
<small>SYDNEY</small> digital adops june 19	<small>NSW</small> video summit july 3	<small>NSW</small> game advertising summit august 14	<small>NSW</small> measureup september 11	<small>QLD</small> brisbane market update october 16
<small>VIC</small> digital adops november 20	<small>NSW</small> agm & christmas november 27			

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if you have any further questions, email:
iabaustalia@iabaustalia.com.au

or for more information go to:
iabaustalia.com.au