

Title	Details	Length	Who is it for?	Presenter
Understanding the Digital Audience Landscape	Review of Australian digital media consumption trends with details on device ownership for pc, phone, tablet, CTV and smart speakers. Analysis of how Australians are spending their time online.	30 minutes	Publishers, ad tech, agencies & marketers	Natalie Stanbury or Gai Le Roy
Digital Advertising Revenue Trends	Market revenue update with data from IAB Australia/PwC Online Advertising Expenditure Report (OAER). Will include trends in relation to ad formats, advertiser categories, buying methods and overseas investment trends.	30 minutes	Sales teams, commercial leaders and senior execs	Gai Le Roy
Privacy and Policy Update	An overview of Australian privacy regulation with a focus on understanding the Privacy Act Review Report and how they may impact the advertising industry. This presentation can also cover other key policy topics including transparency, ad bans, scams and industry self-regulation.	30 - 45 minutes (including Q&A)	Executives & leaders - publisher/ad tech sales and marketing teams, media buyers, marketing teams	Sarah Waladan
Commerce	A review of consumer behaviour, trends and attitudes in relation to online and offline commerce. New data will be available late August 2023	30 minutes	Brand marketers, media owner sales teams and senior media agency leaders	Natalie Stanbury
Ad effectiveness – future of marketing measurement	This session will review advertising effectiveness techniques that are providing solutions in a digital environment with reduced signals. It will walk through the IAB advertising effectiveness measurement framework and toolkit. Techniques such market mix modelling, attention measurement, brand impact studies and other privacy preserving methods.	30 minutes	Brand marketers, media owner sales teams and senior media agency leaders	Natalie Stanbury
Data & Identity	This session will provide an overview of signals and data used in digital advertising including a deep dive into first party data as well as data collaboration platforms and privacy enhancing technologies (PETs).	45 minutes	Publisher/ad tech sales and marketing teams, media buyers, marketing teams	Jonas Jaanimagi
An Overview of Global Industry Tech Standards for Digital Advertising	A session that will outline current global ad tech standards that underpin the digital ad ecosystem and look at what is coming down the track. Standards such as ads.txt, VAST, DataLabel, OpenRTB, Open Measurement will be explained and their role for both buy & sell side of the industry.	45 minutes	Tech & ops for agencies, publishers & in-house direct teams, ad tech companies	Jonas Jaanimagi
Getting the most out of your IAB Membership	A quick and easy guide on how you can make the most out of your IAB Membership. From Podcast and Blog Opportunities to our Events and everything in between!	15 minutes	All members	Jenn Thomas