

#videoconnect #IABvideo

**IAB.VIDEO
CONNECT
2016**

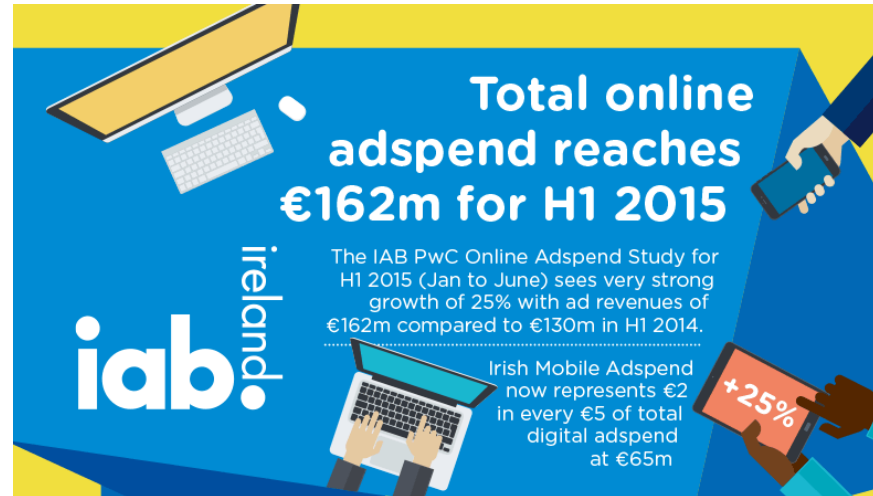


Tuesday, June 28th, 2016

Media Partner:



IAB Ireland Online Adspend H1 2015



Desktop
€97m



Mobile
€65m



Gross
Online
Adspend
€162m

+ 25%
from H1 2014

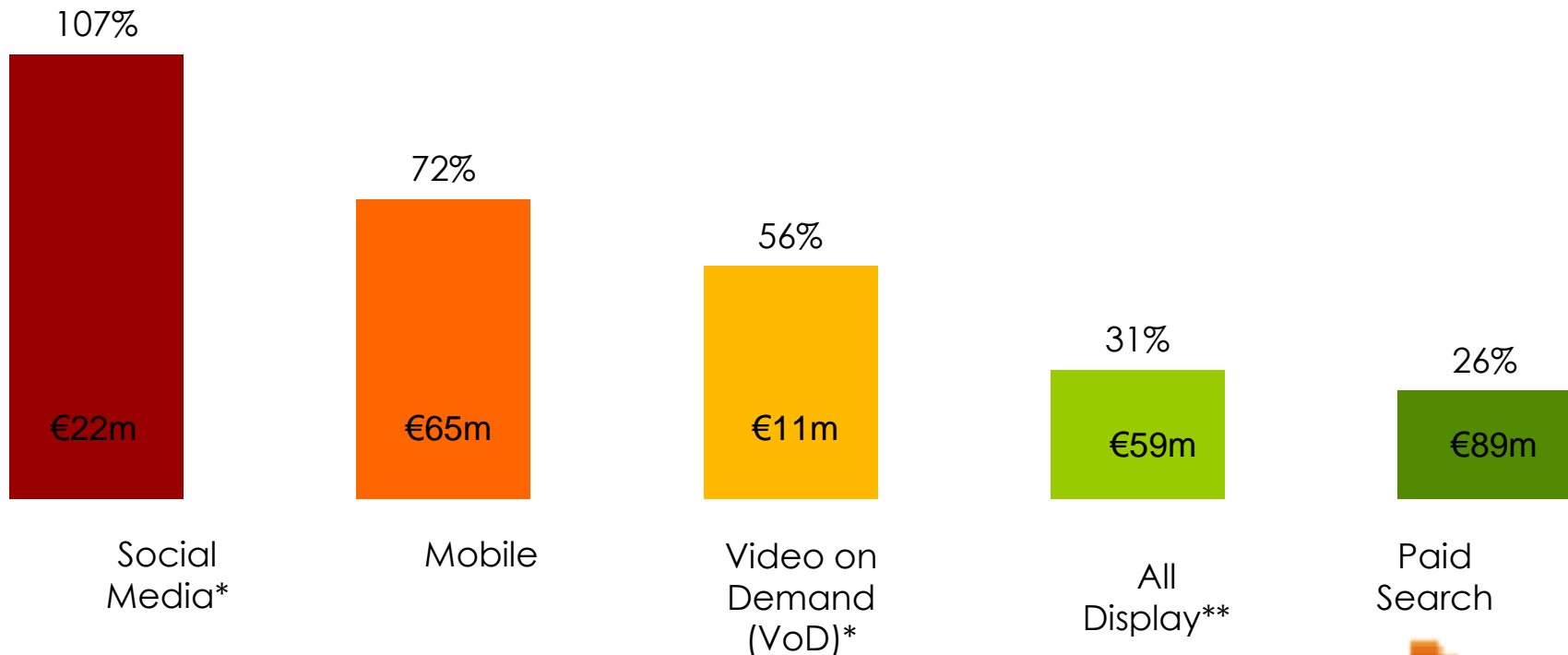
YoY growth rates for digital formats

Please note the formats are not mutually exclusive - there is some overlap

** Includes Social VOD*

*** Includes Social and VOD*

All growth figures are cross-platform



IAB Ireland Priorities 2016

- 1) **Viewable Impressions JIC (Joint Industry Committee)**
- 2) **Counter Ad Blocking Initiatives**

Viewable Impressions
Irish JIC (Joint Industry
Committee)

IAB EU Ad Blocking
Taskforce

IAB Global
Advertising
Charter

Context For Viewable Impressions JIC



- Standardised VI measurement is a priority for IAB, EACA & WFA
- IAB Europe, EACA and WFA - VI Steering Group set up
- National IABs represented on this steering group by IAB Ireland CEO
- IAB Ireland VI JIC comprises representatives from IAB Ireland, AAI and IAPI and is aligning itself with the European framework

Online measurement next task for JIC

EACA: European Association of Communications Agencies
WFA: World Federation of Advertisers

Context for IAB Ad Blocking Initiatives

➔ **IAB Ireland Ad Blocking Research 2016** : Insights of user experience and publisher data on usage level - Infield - July Publication - September

➔ **IAB AD BLOCKING INITIATIVES**

a) **LEAN**: Light, Encrypted, Ad Choices, Non-Intrusive ads

Q4 2016 Rollout of 1st phase of compliant formats

b) **DEAL** -Detect, Explain, Ask, Lift

Ad Blocking Detection Software freely available to IAB Members, publishers to engage with users re value exchange

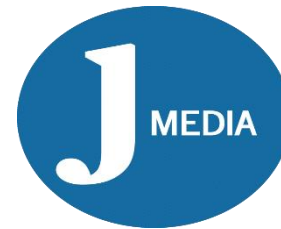


IAB Global Ad Charter

IAB GLOBAL Ad Charter : High Level Principles delivering digital advertising that is respectful of the User. The Charter incorporates LEAN & DEAL, rolling out to the key stakeholders in digital ad industry, annual report will track progress Charter's progress

Global Ad Charter : IAB Ireland Update: 6 PUBLISHERS SIGNED UP:

dmg :: media
Ireland



THE IRISH TIMES

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Independent
News & Media

NEXT STEP: Outreach to Agencies and Brands to Sign up to Ad Charter

Agenda

2.20 Welcome and Introduction- update on IAB ad charter - Suzanne McElligott, CEO, IAB Ireland

2.40 IAB Ireland / Nielsen - new Irish Research 'The Power of VOD 2016' - Claire Harris, TAM / AIS Director, Nielsen (Ireland)

3.10 The Evolution of Video on Social - Cian Corbett, Business Director, Radical

3.30 Video Advertising in a Digital World - Sylvain Corre, Head of Programmatic - Ireland, IPG Mediabrands

3.45 TEA / COFFEE - Quick take away coffee break

4.00 My brand as a Broadcaster? Rising to the Corporate Communications Challenge of Video - Brian Larkin, Co-Founder, Get Broadcasting.com

4.20 The golden rules to succeed in video advertising on Mobile - David Rozac, Director, Platform Growth, Celtra

4.40 Panel Discussion: The Future of Video - Moderated by: Helen Beecher, Digital Account Director, OMD