

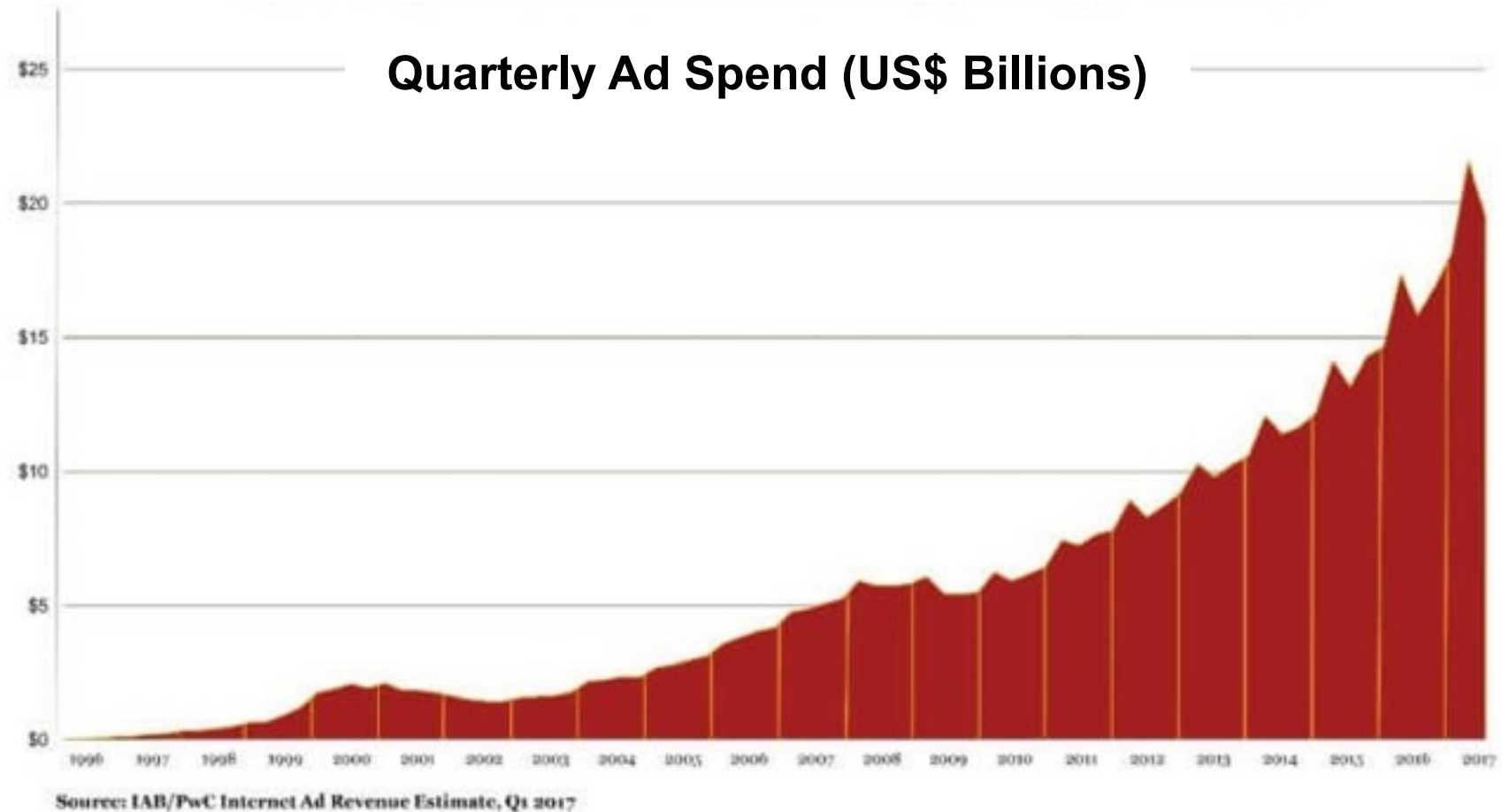


Improving Our Industry Together

IAB Ireland Connect – 12 April 2018

Why We're Here: Digital Advertising Growth

- Digital spend has grown *incredibly quickly*.
- Digital is now the *largest media channel*.
- The industry developed *“organically” and opportunistically*.
- *It's time to make conscious improvements...*



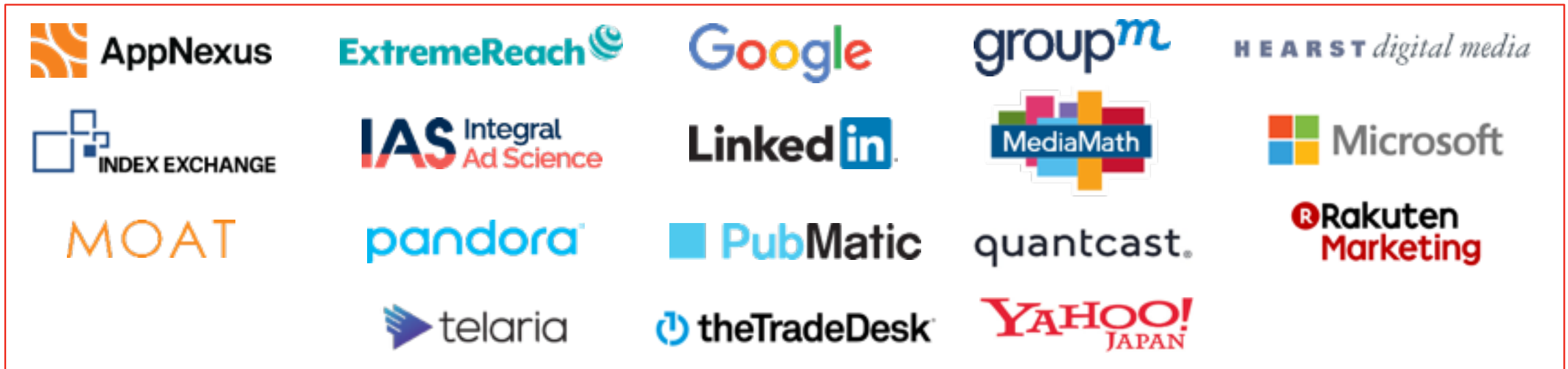
The Many “Opportunities” We Face

SUPPLY CHAIN	MEASUREMENT	CONSUMER EXPERIENCE
 <p><i>Transparency</i></p>	 <p>CONSISTENCY, CROSS-MEDIA</p>	 <p>OVERCOMING AD BLOCKING</p>
 <p>ANTI-FRAUD</p>	<p>< <i>OUR OPPORTUNITIES</i> ></p>	 <p>PRIVACY</p>
 <p>EFFICIENCY</p>	 <p>TRADITIONAL → DIGITAL VIDEO</p>	<p>...AND MORE!</p>

So... What Is Tech Lab?

Mission: The IAB Technology Laboratory (“Tech Lab”) is a non-profit research and development consortium that produces and provides technical standards, software, and services to drive growth of an *effective and sustainable global* digital media ecosystem.

Board of Directors – *from sell-side to buy-side:*



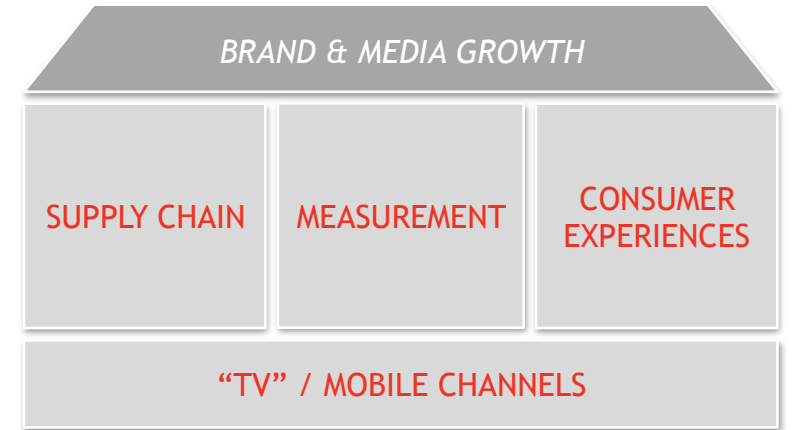
Partners: IAB (US) & licensees, Ad-ID, CBA, DAA, MRC, TAG, W3C, & more

Why & How Can We Help? – Strategies & Offerings

We enable brand & media growth via:

- A transparent, safe, effective supply chain
- Simpler & more consistent measurement
- Better advertising/marketing consumer experiences

...with a focus on enabling “TV” & mobile channels



We do this by developing & providing:

- Standards: Specs, Protocols, Technical Guidelines
- Software: Tools, Code (to support Standards)
- Services: Compliance (for Standards) & Events

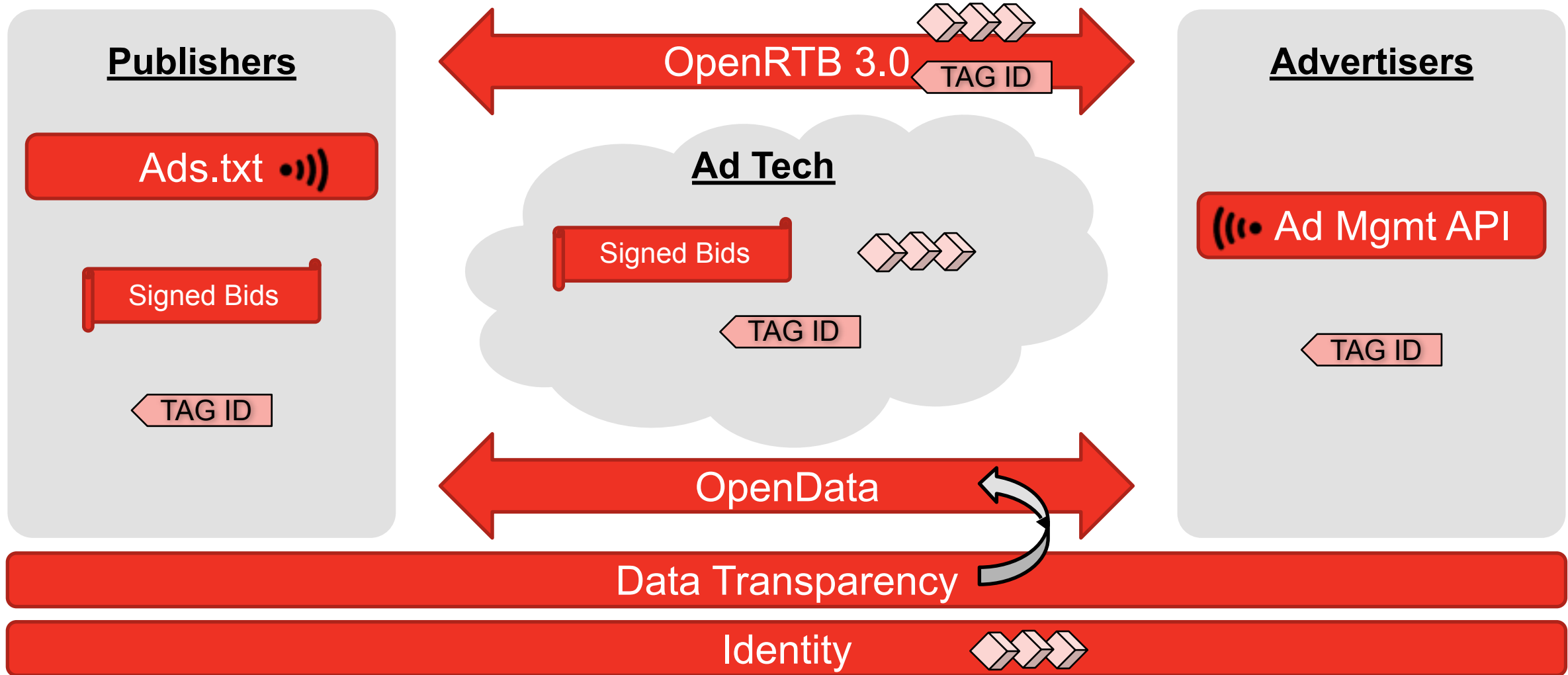
What, Exactly, Do We Do? – Key Initiatives/Products


Initiative/Product	Supply Chain	Measurement	Experiences	“TV” / Mobile
ads.txt (incl. aggregator)	✓			
TAG Engagement (ID, Anti-fraud)	✓			
OpenMedia – OpenRTB, Ad Mgmt. API, ads.cert	✓		✓ (Ad Mgmt)	
Identity – Standards/Services Exploration	✓	✓	✓	
Data – Taxonomy, Transparency Standards, API	✓	✓	✓	
Blockchain – Education, Pilots, Standards	✓	?	?	?
Mobile – MRAID			✓	✓
Video – VAST, “VPAID”, VMAP, OTT IFA		✓ (VAST, IFA)	✓ (VPAID, IFA)	✓
TV – Evolving ATSC Std., File Formats, Metadata				✓
Open Measurement SDK/API		✓		✓
3MS Measurement Standards Engagement		✓		✓
LEAN Seal (incl. Better Ads Standards, New Ad Portfolio)			✓	
Dynamic Content Ads & Native Schemas			✓	
Compliance Programs	✓	✓	✓	✓

NEW

GDPR Transparency & Consent Framework with IAB Europe

Working to Improve the Supply Chain



Key:  = Blockchain solutions

 = Signals sent through supply chain

Working to Improve Measurement

Updating

- Impressions
- Viewability

Integrating

- Fraud Filtering
- Open Measurement

Innovating

- Audience Data & Identity

- **Modernizing Measurement Taskforce (MMTF)**
Updates to existing measurement guidelines – e.g., impression definitions.
- **Making Measurement Make Sense (3MS)**
Develop/Support new guidelines that enable cross-channel measurement.
- **Trustworthy Accountability Group (TAG)**
Evolve guidelines that address fraud and promote transparency in support of TAG goals.
- **Open Measurement**
Bring together measurement providers to enable single integration for publishers and flexibility for buyers.
- **Data Transparency and Identity Standards Working Groups**
Establish common means of describing data and audience quality, best practices for cross-device mappings.

Working to Improve Consumer Experience: LEAN

Lightweight

- New Ad Portfolio
- Dynamic

Content Ads

- New Ad Portfolio (IAB TL)
- **AMP** Technical guidance for (L) **Light** ad delivery, and format guidance for (N) **Non-Intrusive** behavior.
- **Dynamic Content Ads** (IAB TL)
*Efficient communication of ad components aligns with (L) **Light**; context-appropriate delivery is expected to be (N) **Non-Intrusive**.*
- **AMP** (AMP)
*By design, a mobile-friendly, (L) **Light** delivery package.*
- **OpenRTB 3.0** (IAB TL)
*Emerging efforts for signed bids and other cryptography align with (E) **Encrypted**.*

HTTPS

OpenRTB 3.0

DAA

VAST

- **DAA**
Partnership with DAA ensures strong and useful (A) ad choices program for web and app.
- **VAST & Interactivity** (IAB TL)
*VAST transports in-unit disclosure about choice mechanism, aligning with (A) **Ad Choices**.*
- **Better Ad Standards** (CBA)
*A focus on user experience to determine Intrusive and (N) **Non-Intrusive** formats.*

Non-Intrusive

- Better Ad Standards
- New Ad

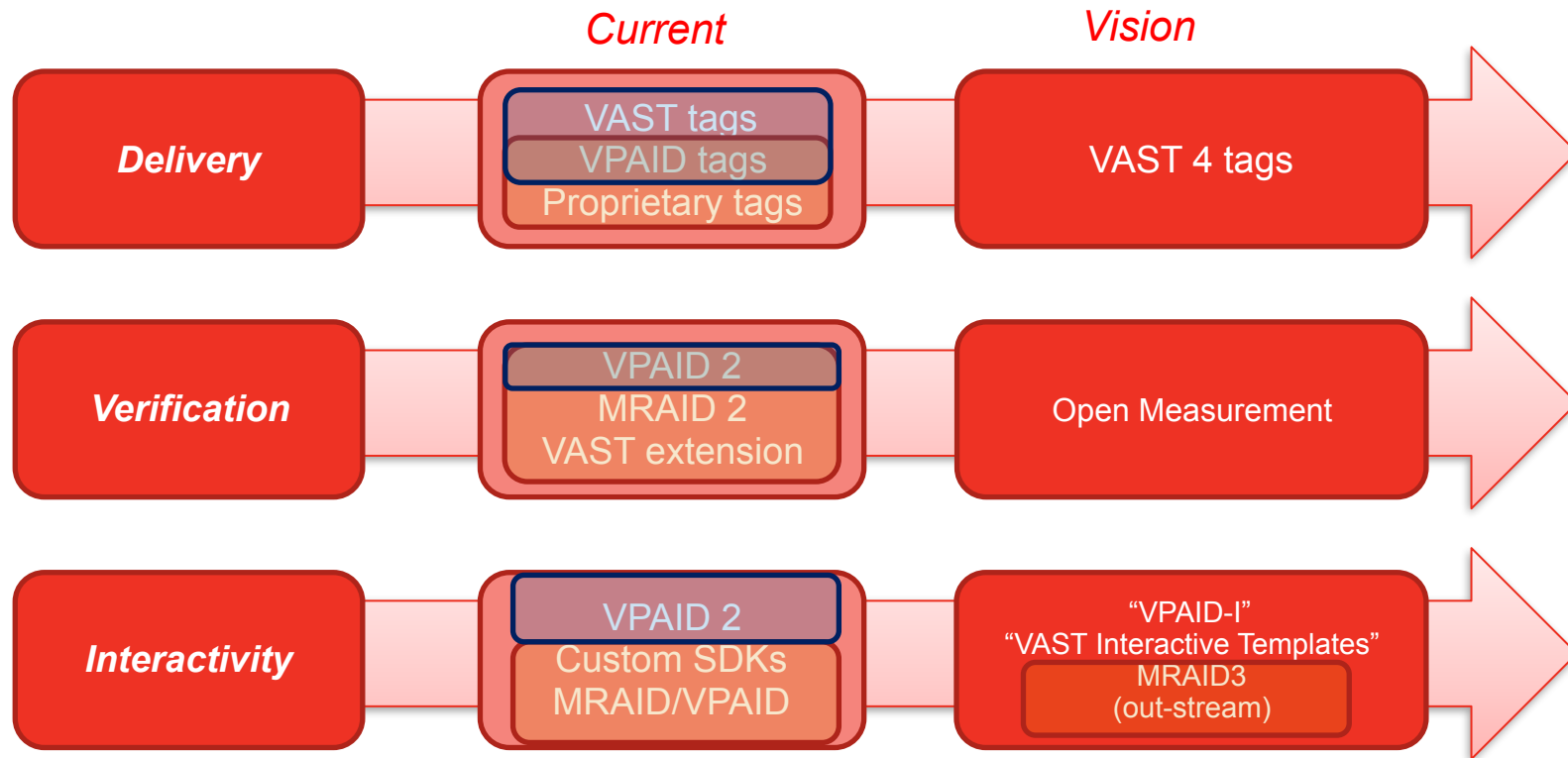
Portfolio

Dynamic

Content Ads

Working to Improve the Video Channel

Simplifying standards:



Streamlining across digital & broadcast:

- TV Convergence Task Force – cross-industry collaboration
- Focus areas:
 - Common delivery file format
 - Standard Metadata (with Ad-ID)
 - ATSC partnership

What's Coming Soon? – Draft Roadmap

Area	Q1 2018	Q2 2018	Q3 2018
Supply Chain	<ul style="list-style-type: none"> • OpenRTB GDPR Advisory • GDPR Consent Framework (public comment) • Ads.txt Aggregator Beta • DCIP (TAG) Internal Tools 	<ul style="list-style-type: none"> • OpenRTB 3.0 Beta implementations • OpenMedia (public comment) • ads.txt/ads.cert mobile app support • Ads.txt Aggregator GA • Ad Product Taxonomy (comment) • Audience Taxonomy • Data Transparency Stds (comment) • Identity Standards (comment) • GDPR Framework (final) • Blockchain Roadmap • Blockchain Wiki & Tech Primer 	<ul style="list-style-type: none"> • OpenRTB 3.0 Spec (final) • ads.txt 1.x? • Ad Product Taxonomy (final) • Data Transparency Stds (final) & API v1 • Identity Standards (final)
Measurement	<ul style="list-style-type: none"> • Open Measurement SDK (v1.0 GA & API v1.0)* 	<ul style="list-style-type: none"> • Open Measurement SDK (ongoing)* • Open Measurement Web/JS (TBD) • OpenVV (Video Viewability) HTML5 • Video Measurement Guidelines (final)* • Audience-based Measurement tech reqs 	<ul style="list-style-type: none"> • Open Measurement (ongoing)* • Click Measurement Guidelines
Experiences		<ul style="list-style-type: none"> • LEAN Seal incl Badge Server • Seeking NAP adoption support 	
Channels (Mobile & TV)	<ul style="list-style-type: none"> • OTT IFA/Device ID 1.0 	<ul style="list-style-type: none"> • VAST 4.1 (DAAST+fixes+verification)* • VAST Validator • ATSC 3.0 Ad Swapping PoC • MRAID Ads SDK Tester app 1.1 • MRAID compliance ads 	<ul style="list-style-type: none"> • VAST 4.2 • "VPAID 3.0" (interactivity) • VPAID Validator

How You Can Work with Us – Working Groups

➤ Our working groups are comprised of the industry’s best engineering and product minds. They engage hands-on to develop standards and software to realize Tech Lab’s mission and agreed strategies.

- Ad Product Portfolio
- Blockchain
- Data Transparency Standards
- Digital Video Technical Standards
- GDPR Technical Working Group
- Header Tag Task Force
- IAB Dynamic Content Ad Standards
- Identity Standards
- LEAN, DEAL & Experiences
- Mobile Rich Media Ad Interface Definitions
- Modernizing Measurement Task Force
- MRAID Ads SDK Tester
- Open Measurement
- OpenData Task Force
- OpenDirect
- OpenRTB Native
- OpenRTB
- OpenVV
- OTT Technical Working Group
- Podcast Technical Working Group
- SafeFrame Implementation
- Taxonomy and Mapping
- TV Convergence Technical Task Force
- Video Tools & Best Practices
(sub-group of Digital Video Tech Standards)

+ *Tech Lab Council*
(interest group open to all TL members)

We CAN Improve Our Industry Together. Please Join Us!

Tech Lab membership means:

- **Access to all working groups**
- **Awareness of what's being considered as next-generation standards**
- **Participation in development of specifications, protocols, tools**
- **Full access to code libraries – and ability to contribute**
- **Getting to know industry peers – customers, partners, competitors**
- **Technical training, seminars, and events**
- **Opportunity to improve and shape the digital media industry...
and be recognized for it!**

Thank you!

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Emerging Trends

Slide from Alexandra

On-demand, anytime, anywhere consumption is here to stay, blurring boundaries between TV and digital video.



Creation and distribution of content is being disrupted, lowering the cost of entry and enabling new, non-traditional players to compete.



Rapid, massive media and technology **consolidation and partnerships** will further blur the boundaries.



Data is playing a pivotal role in audience buying, targeting, and measurement for both traditional TV and digital video. New technologies like **blockchain** are also being explored to address key media supply chain issues.



2017 Progress

Building a transparent, safe, and effective digital supply chain for improved brand and consumer safety

- Ads.txt
- OpenRTB 3.0
- Support for TAG
- Standards for Identity and Data
- Blockchain Working Group

Enabling simpler and more consistent measurement

- Open Measurement SDK
- Podcast Measurement Guidelines
- Updated click and impression measurement guidelines

Supporting improved user experiences, especially for video and native

- IAB New Ad Portfolio
- Dynamic Content Ad Standards
- LEAN Seal program

Standards and tools to facilitate automated processes and transactions, focused on mobile and “TV”

- MRAID 3.0 & MRAID Ads SDK Tester
- VAST 4.0 and VAST Tag Validator
- Collaboration to evolve ATSC standards to facilitate transition of TV to digital

How You Can Adopt Standards – Tech Lab Compliance

The IAB Tech Lab **Technology Compliance Program** was developed to create transparency in trade practices, authenticate integration of technology, and evolve protocols into widely adopted standards. Becoming compliant means that you and your partners will have more confidence that there is consistency, upfront transparency, and compatibility for integration, while establishing trust, and reducing operational costs.

Benefits of the Technology Compliance Program:

