

2022

ANNUAL REPORT

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# Staying Grounded in Dynamic Times

**H**ow do you stay grounded when everything is changing? That's the question that we will all face in the coming year.

Nearly everyone is back to the office in some form or other, but it's not really clear how that will settle in the long term or how to best manage a hybrid workforce.

Commerce is at the beginning of a renaissance fueled by retail media networks and the promise of the emerging metaverse, but the future is still coming into focus.

While there are glimpses of stability in our politics, divisions are deep, and threats of violence remain. Worse, people on both sides of the aisle are seeking political advantage in fighting "big tech", and digital advertising inevitably gets dragged into that conversation. The complexity of state privacy legislation continues to present incredible compliance challenges for the industry.

In the face of all the instability, it's easy to understand why some people's instinct might be to hunker down and wait for more clarity.

But that's exactly the wrong thing to do. Instead, we must stay grounded and doggedly insist on making progress wherever and however we can. The one thing that hasn't changed—and will never change—is that the best way to predict the future is to create it. Now is the moment to let go of the comfort and ease of being virtual and get back in the game.

It's time to get back to conferences and events. The energy at IAB events this year has been incredible. This year proved all over again that getting together at a specific place and time, with a specific purpose, drives progress in a way that nothing else can. There's nothing quite like being in the room where it happens, and IAB is the only "big tent" that brings the entire digital ecosystem together.

And as always, there's an enormous amount of work to be done. Let's be honest: The easy stuff always takes care of itself. IAB exists to tackle the hard stuff, and moving mountains takes time. What looks impossible, immovable, and intractable can change, but that's always the result of steady effort over the course of several years.

An IAB colleague recently made the analogy, "IAB is like a gym membership. Joining is a good first step, but if you don't put in the work, you won't get the results." No truer words have ever been spoken.

If you're up to the task of wrestling with the big issues, there are lots of ways to do it in our committees, councils, and working groups. There's work ahead on privacy legislation, and we need to push ahead on our trust and transparency efforts. There is growing pressure to ensure media responsibility, spanning issues like our carbon footprint, ethics, and brand safety.



With streaming audio and video still growing in the double digits, we have the chance to accelerate that success and see what lessons can be applied to linear channels too. The metaverse is still wide-open territory that needs adventurous souls to explore it.

So much is unsettled, and that's not necessarily a bad thing: It means we can still influence where and how it develops.

The year ahead is what we are all willing to make of it.

Stay grounded and let's keep pushing forward—together.

Yours respectfully,

A handwritten signature in black ink that reads "David A. Cohen".

David Cohen  
Chief Executive Officer, IAB

## 2022 HIGHLIGHTS

# Uncertainty—and Opportunity—Abound

2022 started as a year of great hope. People began to convene again in person. Buyers and sellers were back together. Our colleagues were back in the office, albeit just a few days a week. The “new normal” had started to set in.

In the second half of the year, however, uncertainty moved in. The war in Ukraine continues to put pressure on global supply chains and political polarization remains at dangerously high levels, even after the largely peaceful and uncontested midterm elections. Member companies are finding themselves under pressure. High inflation, the U.S. dollar's rise against other currencies, and the stock market fluctuations are very real, and companies are responding with budget freezes and layoffs. It's a challenging and unpredictable time.

With great challenges, however, comes great opportunities. Our industry is resilient. Digital remains an incredibly effective way to connect with consumers, and that's not going to change anytime soon. Digital marketing is not a discretionary expense for today's direct-to-consumer internet economy; it is a critical investment.

## Which is why we remain focused on the work that helps advance the industry.

A thriving digital landscape is vital for the health of our industry and the global economy. **IAB Members: In Their Words** demonstrates the power of coming together as an industry—brands, agencies, platforms, publishers, and ad tech companies—to effect change.

We focused much of our work in 2022 on five key areas we believe are vital to unlocking the potential and value of a healthy and thriving digital ecosystem: privacy and addressability; the evolution of digital media; next-generation measurement; trust and transparency; and talent development, sustainability, and the DEI imperative.

## ADWEEK

- 17 Million Jobs In Jeopardy
- As New Privacy Bill Aims to
- Curtail Targeted Ads

Here are highlights of our most significant accomplishments in 2022:

### Driving the Future of Privacy and Addressability

America is a decade or more behind the curve with federal data privacy laws and a patchwork of state regulations creates a worsening compliance nightmare. IAB is working diligently on our members' behalf to advocate for a solution. National privacy legislation could help, but unfortunately, the American Data Privacy and Protection Act (as currently drafted) in Congress would severely restrict reasonable data use for almost any purpose, going further in some cases than even the European Union's General Data Protection Regulation (GDPR). **Internet for Growth**, an IAB initiative that represents hundreds of small businesses in all 50 states, wrote the bill's sponsors that it could be devastating to coalition members, offering perspectives to improve the bill.

Meanwhile, the IAB Tech Lab has been focused on collaboration towards standards to achieve predictable privacy for consumers through the first parties they trust, increased accountability and trust for the industry, and improved market innovation and competition. The IAB Tech Lab continues to gather buyers (agencies and brands) and sellers (publishers) as a global initiative to re-architect how digital marketing works. The loss of third-party cookies and other identifiers will profoundly affect the digital

media and marketing industry and the IAB Tech Lab has made real progress, developing a **Global Privacy Platform (GPP)** that promises to streamline technical privacy standards and to adapt to regulatory and commercial market demands across channels and geographies.



**IAB ALM 2022: Internet for Growth (I4G) | David Cohen**, Chief Executive Officer, IAB; **Nicholas Farmer**, Program Coordinator, Black Bee Honey Company; **Hafeezah Muhammad**, Founder and CEO, Youme Healthcare; **Joshua Schneps**, CEO and Co-Publisher, Schneps Media; **Greg Laptevsky**, Founder, Myro

Additionally, in support of our privacy and addressability efforts for all our members, the IAB legal affairs team also hosted several events including a three-part **State Privacy Law Summit**, which included the release of the draft **CPRA Compliance Framework**, the **IAB Public Policy & Legal Summit 2022**, and a sold-out GDPR Insights session that covered critical legal issues. IAB also released a **CPRA Toolkit** and held a webinar with legal experts to walk our members through this practical checklist and accompanying compliance resources for the California Privacy Rights Act.



**IAB Audience Connect 2022: Agencies and the New State Privacy Compliance Landscape** | Michael Hahn, *EVP, General Counsel, IAB and IAB Tech Lab*; Gary Kibel, *Partner, Privacy+Data Security Practice Group, Davis+Gilbert LLP*; Justin Antonipillai, *Founder and CEO, WireWheel*

In December, IAB released the **IAB Multi-State Privacy Agreement (MSPA)**, an industry contractual framework intended to aid advertisers, publishers, agencies, and ad tech intermediaries in complying with five state privacy laws that will become effective in 2023 (in California, Virginia, Colorado, Connecticut, and Utah). The MSPA works together with the IAB Tech Lab's Global Privacy Platform, a uniform privacy signaling specification that allows companies to communicate and honor consumer choices throughout the advertising ecosystem.

Together we are making meaningful progress on what a post-cookie world can look like but there is still much work to be done.

## MARTECH SERIES

**IAB and IAB Tech Lab Come Together to Help Companies Comply With New Privacy Laws and Place Consumer Privacy at the Forefront**

## Evolving Digital Media in an Always-On Landscape

Last year, our industry experienced solid growth and TV and video were the biggest engines of that increase. The IAB Media Center is laser-focused on accelerating video and audio adoption in a cross-platform marketplace, quantifying the opportunity for brands and

marketers in research like the **2021 Video Ad Spend and 2022 Outlook Report** and the **IAB U.S. Podcasting Advertising Revenue Study**. IAB also brought together leaders for marketplaces like the **NewFronts**, and the **Podcast Upfront**, and the inaugural **PlayFronts**—a marketplace dedicated entirely to the advertising and partnership opportunities in the exciting and evolving gaming and esports industry.

In the streaming landscape, having the right content is critical, but juggling the cost of content creation and consumers' expectations for value every time they open an app will remain a core challenge in 2022. In this year's first quarter **State of Streaming** discussion, the IAB Video Board examined how ad experiences, optimization, and measurement are key to driving publisher KPIs.

The **IAB Brand Disruption Summit 2022** and **Brand Disruption Report** in October highlighted how hybrid, multichannel retail, and retail media networks are changing the game. And the **IAB Video Leadership Summit 2022** earlier in the year convened leaders from across the converging TV and digital video ecosystem and illustrated that nearly every assumption for what the streaming and advanced TV space will become is up for grabs as new streaming services and platforms, omnichannel behaviors, privacy, and ecommerce imperatives are disrupting the equilibrium.

While video and TV have consumed the lion's share of recent ad spend, audio is now in its second Golden Age, thanks to digital distribution and everywhere listening. Audiences are spending nearly 30% of their time consuming audio content, but brand investment in the space is still a fraction of that. The **Audio Leadership Gathering** in October succeeded in identifying the most important trends and exploring the implications of the changing content, technology, and measurement landscape.



**IAB Brand Disruption Summit 2022: Navigating the Now** | Fireside Chat with Aaron Sobol, *Head of Media Investment and Partnerships, Unilever*; David Cohen, *Chief Executive Officer, IAB*

The changes consumers embraced during the past several years were no flash in the pan and IAB and the Media Center continue to focus on decoding the evolution of the new media landscape and unlocking opportunity for our members.



**IAB ALM 2022: The Great Measurement Debate** | **David Cohen**, Chief Executive Officer, IAB; **David Kenny**, Chief Executive Officer, Nielsen; **Bill Livek**, CEO and Executive Vice Chairman, Comscore; and **Ross McCray**, Founder and Chief Executive Officer, VideoAmp

### Defining Next-Generation Measurement

Personalized advertising, measurement, and attribution are being reborn as our entire industry races towards a cookieless future. To help our members navigate this landscape, the **IAB State of Data** research, now in its fifth year, examines how changes in privacy legislation, the deprecation of third-party cookies and identifiers, and platform policies affect data collection, addressability, measurement, and optimization. This year's report was released in two parts: in February, Part I focused on the **Measurement Dilemma** and in September, Part II was about **Preparing for the New Addressability Landscape**. After the release of each report, IAB hosted a **State of Data Town Hall** series with IAB experts and industry thought leaders to discuss the new addressability landscape, privacy legislation and compliance changes, and the financial impact on businesses.

## AdAge

• **PET Project: How Privacy and Utility Can Work Together in the Ad Ecosystem**

As gaming is becoming a central part of the new media and measurement experience, the IAB Experience Center in collaboration with IAB Tech Lab and the Media Rating Council (MRC) released the **Intrinsic In-Game (IIG) Measurement Guidelines** in August. The IIG measurement guidelines are an update to the 2009 in-game ad measurement standards and address viewability, measurement, inactivity, and fraud with intrinsic in-game ads. These updates put the IIG standards on par with the rest of digital media.

In October, the IAB Tech Lab also launched the latest version of the **Open Measurement Software Development Kit (OM SDK)**, which expands the scope of the OM SDK to bring consistent video viewability measurement signals to CTV environments. As one of the most widely adopted industry solutions, the OM SDK gives advertisers flexibility and choice in the verification solutions from their preferred providers.

IAB is committed to addressing modern management's expectation of more accountable marketing and media spend—and the challenges of delivering in

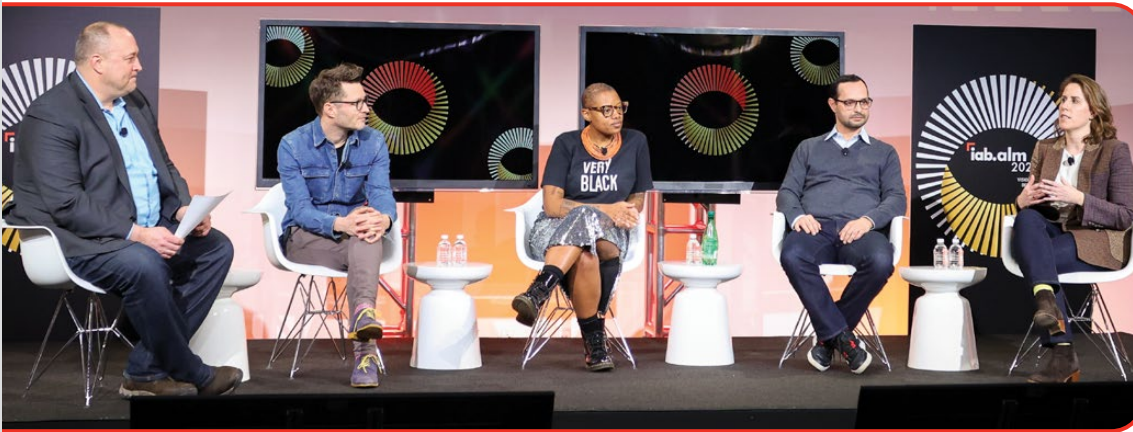
a volatile regulatory environment. Defining best practices and guidelines for addressability, attribution, brand safety, ad fraud, and privacy is a core part of the IAB mission.

### Supporting Trust and Transparency Across the Ecosystem

IAB and IAB Tech Lab are working tirelessly to ensure competition, innovation, and growth in the digital advertising industry. IAB Tech Lab's **Transparency Center**, launched in the summer of 2021, is a centralized resource for metadata about participants in the ad tech ecosystem. This includes structured data from IAB Tech Lab specifications like **Authorized Digital Sellers (ads.txt)** and **Sellers.json**, for over 10 million websites, mobile apps on Apple and Google, and CTV apps on Roku and Amazon app stores, as well as newly added **Audience Segment Metadata** from companies that have adopted the **Data Transparency Standard**. These data sets reduce fraud by identifying unauthorized supply paths and then targeting inventory from partners that adhere to specific industry compliance programs.

In addition, adoption of new standards like **Seller Defined Audiences** (that won the Adweek 2022 Readers' Choice: Best of Tech Innovation of the Year Award) can be accelerated with the Transparency Center's standardized taxonomy descriptions for audience segments. Originally, the Transparency Center was a resource that only IAB Tech Lab members could access—with this most recent release, these invaluable resources in the **Transparency Center Data Explorer** are now freely available.

Besides the core standards, the Tech Lab continued the education and awareness campaign for trust and transparency through a series of events that brought together industry experts throughout the year. For example, the **IAB Tech Lab Summit 2022: Transcend** in June was the premiere industry event bringing together the product development community in the ad industry to discuss identity, data and privacy, CTV, and programmatic foundation. And the Tech Lab also launched a working group dedicated to support integration of **Privacy Enhancing Technologies (PETs)** in digital advertising.



**IAB ALM 2022: Can Clean Rooms Lead the Way?**  
**Anthony Katsur**, Chief Executive Officer, IAB Tech Lab; **Tal Chalozin**, Chief Technology Officer and Co-Founder, TVSquared by Innovid; **Belinda J. Smith**, Chief Executive Officer, Americas, m/SIX; **Mark Risis**, Vice President, Strategy and Global Ecosystem, PepsiCo; **Julia Shullman**, General Counsel & CPO, TripleLift

### Advancing Talent Development, Sustainability, and the DEI Imperative

If we are to succeed and thrive as an industry, we also need to solve the looming crisis of talent and inspire the next generation of leaders.

To that end, as part of the **IAB Inclusion Institute** and through the sponsored support of Meta, IAB produced an **Inclusive Leadership Series**. This five-part leadership series was designed to equip frontline managers and team leaders with the knowledge, skills, and tools to cultivate and nurture an inclusive culture in their teams.

As companies continue to struggle to recruit and retain employees, IAB is proactively creating industry-wide solutions to help organizations with their talent needs. IAB announced the launch of its digital media apprenticeship program, in partnership with American Apprenticeship Works (AAW), called **IAB Accelerate: Digital Media Apprenticeships**. IAB Accelerate officially launched the first two cohorts of a Data Analytics apprenticeship program with three IAB member organizations participating: ENGINE, Experian, and Media Two.

The **2022 NewFronts** and **Podcast Upfront** featured several presentations highlighting the growth and importance of minority-owned media, sponsored by IAB's Inclusion Institute. The event featured principals from minority-owned media companies nominated by IAB agency members as companies they would like to see. The NewFronts presenters included Blavity, Black Enterprise, and Revolt Media. And the Podcast Upfronts presenters included Café Mocha, Pod Digital Media, and They Call Us Bruce. Insights sessions and panels focused on the significance and strategic importance of diverse media and the communities of creators that are driving growth across the video and podcasting landscapes.



Stream On: IAB NewFronts Goes Hybrid In CTV Boom

Additionally, IAB was proud to support the international rollout of **Ad Net Zero**, the advertising industry's response to the climate crisis to help our industry deliver on its full potential to build a more sustainable future.

IAB and our members are uniquely positioned to provide essential industry skills and knowledge and to proactively advocate for diversity, equity, and inclusion (DEI) in the workplace across our industry. We hope you will join us in these vital efforts.

### The Opportunities Ahead

Our accomplishments in 2022 were meaningful, and our ambitions for 2023 are even more expansive.

That thinking informs the theme for the **IAB Annual Leadership Meeting 2023: It Starts Here**. We are at an inflection point with greater headwinds, familiar and unfamiliar challenges, and an abundance of new opportunities. We have been talking about big changes for a long time.

It's time for us collectively to get off the sidelines and build the future we want.



**IAB ALM 2022 Roundtable: The Talent Crisis** | **Sheryl Goldstein**, EVP, Chief Industry Growth Officer, IAB; **Carol Watson**, Chief Inclusion Officer, BCW Global; **Renetta McCann**, Chief Inclusion Experience Officer, Publicis Groupe; **Ann Blinkhorn**, Founder and Managing Director, Blinkhorn LLC

LEADERSHIP

IAB EXECUTIVE COMMITTEE & BOARD 2022



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**BOARD CHAIR**  
Krishan Bhatia  
NBCUniversal



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Paramount

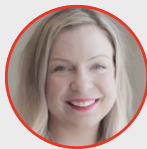


Peter Naylor  
NETFLIX



Shenan Reed  
L'ORÉAL

EX OFFICIO



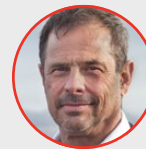
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**Jerry Dischler**  
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**Norm Johnston**  
*News Corp*



**Peter Naylor**  
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**Konrad Feldman**  
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**Luke Kallis**  
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**Nicolle Pangis**  
 ampersand



**Deborah Wahl**  
 gm



**Tom Fochetta**  
SAMSUNG Ads



**Jim Keller**  
 WARNER BROS.  
DISCOVERY



**Alan Moss**  
 amazon ads



**Lisa Valentino**  
 Disney Advertising



**Shenan Reed**  
L'ORÉAL



**Rob Wilk**  
 Microsoft



**Joy Robins**  
The Washington Post



**Joe Zawadzki**  
MediaMath

## MEDIA CENTER

# Advancing Digital Video and Audio Evolution

**D**igital video and audio have completely reshaped the digital media experience. Addressing this new landscape, the Media Center serves as the cross-screen (omnichannel) umbrella under which the Video and Audio Boards live. It identifies vital supply chain issues related to cross-media transactions and discusses how best to create the frameworks for the brand, publisher, and tech partnerships that are needed to engage directly with consumers in an increasingly fluid and privacy-constrained marketplace.

Key accomplishments of the Media Center in 2022 include:

**2022 IAB Newfronts** – A premier event that brought together buyers and sellers in May and offered a first look at the latest digital content from the major publishers in media and entertainment as well as insights from key tech enablers.



**NewFronts 2022: Stream On | TikTok NewFronts with Creators**  
@cultureunfiltered | Masani Musa, @jessiamusic | Jessica (Jessika Harling);  
@so\_manti | Samantha Ortiz-Young, Latina Trainer

## AdAge

Connected TV Ad Spend  
Expected to Hit \$21.2 Billion  
in 2022, IAB Predicts

**IAB 2021 Video Ad Spend & 2022 Outlook** – An in-depth study that provides a lens into the trends within the digital video market and offers guidance for buyers and sellers on how they can position and differentiate their video initiatives based on where the challenges and opportunities reside.

## ADWEEK

After a 3-Year Wait, Buyers  
and Publishers Ready for  
In-Person NewFronts Return

**2022 IAB Video Leadership Summit** – This agenda-setting event for leaders across the converging TV and digital video ecosystem convened over 100 senior industry stakeholders across the marketer, media, agency, and technology industries to generate actionable ideas for the industry.

## 2022 IAB DIGITAL VIDEO BOARD

Brian Albert, *Google*  
Maureen Bosetti, *Initiative*  
Bianca Bradford, *Meta*  
Karen Brophy, *Nexstar, Inc.*  
Danielle Brown, *Disney Advertising Sales*  
Dan Brown, *Amazon Ads*  
Philippe Browning, *Snap*  
David Campanelli, *Horizon Media*  
Tal Chalosin, *Innovid*  
Jim Cowser, *Voya Financial*  
Jennifer Crosby, *Intuit*  
Michael Dorf, *TelevisaUnivision*  
David Dworin, *FreeWheel*  
Steve Ellis, *Paramount*

Carl Fremont, *Quigley*  
Sean Galligan, *Integral Ad Science*  
Ryan Gould, *Warner Media*  
Marc Grabowski, *Oracle Advertising & Customer Experience*  
Chris Hawk, *Papa John's Pizza*  
Chris Hock, *Adobe*  
Karyn Johnson, *Publicis Media*  
Katie Jokipii, *MeUndies*  
Hee Kyu Kim, *Bank of America*  
Jo Kinsella, *InnovidXP*  
Robert Klippel, *Spectrum Reach*  
Jennifer Kohl, *VMLY&R*  
Michael Law, *dentsu*

Helen Lin, *Publicis Media*  
John M Lisko, *Saatchi & Saatchi*  
Brian Matthews, *National Football League (NFL)*  
Kevin McGurn, *Vevo*  
Kelly Metz, *Omnicom Media Group*  
Pooja Midha, *Effectv*  
John Muszynski, *Spark Networks*  
Peter Naylor, *Netflix*  
Marla Newman, *Dotdash Meredith*  
John Nitti, *Verizon*  
Mike O'Donnell, *Vizio*  
Stephanie Prager, *Twitter*  
Jay Prasad, *LiveRamp*

Michael Reidy, *NBCUniversal*  
Laurel Rossi, *Infillion*  
Shelby Saville, *Spark Foundry*  
Jenny Schauer, *Digital LBI*  
Susan Schiekofer, *GroupM*  
Michael Scott, *Samsung Ads*  
David Spencer, *General Motors*  
Robin Triplett, *The Coca-Cola Company*  
Rema Vasan, *TikTok*  
John Vilade, *Premion*  
Jarred Wilichinsky, *Paramount*  
Julian Zilberbrand, *Paramount*



**IAB ALM 2022: Understanding the Omni Consumer Journey** | Eric John, Vice President, Media Center, IAB; Sneha Thomas, Vice President, Product Management, Yahoo!; Shenan Reed, Senior Vice President, Head of Media, L'Oréal; Jen Soch, Executive Director, Specialty Channels, GroupM; Lisa Howard, Senior Vice President, Advertising, The New York Times

**2022 IAB Podcast Upfront** – A must-attend event that gave brands and agencies exclusive “first-listen” access to the year’s most exciting releases, previews of creative opportunities, and insights that will define the podcast landscape for the year ahead.

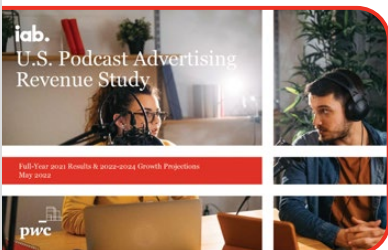


**IAB Podcast Upfront 2022** | Sean Rameswaran, Host of Today, Explained, Vox Media Podcast Network; Gina Garrubbo, President & CEO, National Public Media

Reports released during the **IAB Podcast Upfront 2022**:

**IAB Digital Audio Measurement Guide** – This guide highlights the basic pillars of digital audio and podcast measurement to educate buyers.

**IAB U.S. Podcast Ad Revenue Study** – This study, prepared by PwC, provides guidance for publishers and ad buyers.



**MediaPost** :: **U.S. Podcast Advertising To Rise 47% This Year To \$2.1 Billion: IAB, PwC**

**IAB Audio Leadership Gathering 2022** – An invitation-only event that convened leaders around the most important and impactful trends and explored the implications of the changing content, technology, and measurement landscape with the goal of elevating and addressing core challenges facing the audio and podcasting industry.

**AXIOS** :: **Podcasting Advertising in U.S. To Reach \$4 Billion by 2024**



**IAB Audio Leadership Gathering 2022** | Gayle Troberman, Chief Marketing Officer, iHeartMedia; Ryan Seacrest, Host, On-Air with Ryan Seacrest; Conal Byrne, Chief Executive Officer, iHeartMedia Digital Audio Group

**2022 IAB DIGITAL AUDIO BOARD**

Suzanne Irving, OMD	Chris Snyder, Cox Automotive
Sean King, Veritone One	Jen Soch, GroupM
Korri Kolesa, Veritonic	Andre Swanston, Transunion
Ken Lagana, Audacy	Priscilla Valls, SXM Media
Scott Porretti, Katz Media Group	Christopher Yarusso, Publicis Media
Lauren Russo, Horizon Media	

Diana Anderson, Carat  
 Brian Berner, Spotify  
 Carter Brokaw, iHeartMedia  
 Anuj Chadha, Amazon Ads  
 Brittany Clevenger, BetterHelp

Kathy Doyle, Magna Global  
 Anne Frisbie, Adswizz  
 Gina Garrubbo, NPR  
 Jennifer Hungerbuhler, Dentsu Aegis Network  
 Bob Hunt, Hearts & Science

## PROGRAMMATIC+DATA CENTER

# Navigating the Evolving Media Ecosystem: Measurement, Addressability, and Data

**W**ith the loss of third-party cookies and other identifiers, IAB wants to ensure brands and publishers preserve the ability to communicate effectively with their customers and experience revenue growth, efficiency, and scale. The **Programmatic+Data Center**, which has evolved into the **Measurement, Addressability & Data (MAD) Center** in December, provides essential industry guidance and education on new addressability and measurement solutions, changes in underlying technology and privacy regulations, and evolving channels such as retail media networks, advanced TV, and data clean rooms.

Key accomplishments of the Center in 2022 include:

In its fifth year, the **IAB State of Data** research examines how changes in privacy legislation, the deprecation of third-party cookies and identifiers, and platform policies are affecting data collection, addressability, measurement, and optimization.

**IAB State of Data 2022 (Part I): The Measurement Dilemma** – To understand quantitatively and qualitatively how these changes in privacy legislation, cross-media addressability, and platform rules and mandates are profoundly affecting the entire media and advertising industry, IAB commissioned Ipsos to co-create and execute the **State of Data: The Measurement Dilemma**. The report examines how these changes will disrupt how the industry conducts business, identifies, and connects with audiences, and engages in the media planning and buying process overall. Measurement as marketers know it today is going away, and the industry is not moving fast enough to prepare. It provides a much-needed detailed action plan for buyers, sellers, and ad tech platforms.



**IAB Report Calls Legislation Biggest Threat To Addressability**

## **IAB State of Data 2022 (Part II): The New Addressability Landscape**

– For this sixth installment, IAB commissioned MediaScience to conduct a qualitative research study on how brands, agencies, and publishers are evolving their approach to consumer privacy, as well as working with their internal and external partners to meet consumer privacy expectations.



**2022 IAB Audience Connect, Preparing for the New Addressability Landscape** | **Angelina Eng**, Vice President, Measurement and Attribution, IAB; **Ram Padmanabhan**, SVP, Head of Decision Sciences, Havas; **Jeff Ratner**, Vice President, Digital Marketing, Kaplan North America; **Allison Schulte**, Global Head of Data and Audience, Bloomberg Media; **Jason Crawford**, Head of Media and Performance, U.S. Bank; **Phillip Lomax**, Executive Vice President, Business Development, MediaScience

**State of Data Town Halls** – After the release of the 2022 IAB State of Data Report, IAB hosted a State of Data Town Halls series with IAB experts and industry thought leaders to discuss more in-depth the new addressability landscape, privacy legislation and compliance changes, and the financial impact on businesses.



**IAB Warns of Ad 'Measurement Blackout' Unless Industry Prepares For Loss Of Tracking Cookies**



**2022 IAB Audience Connect, What Will the Future of DCO Look Like in a Cookie-less World?** | **Jeffrey Bustos**, Vice President, Programmatic+Data Center, IAB; **Purna Talreja**, Managing Director, Digital Activation, Crossmedia USA; **Mebrulin Francisco**, Global Head of Audience and Data Enablement, MediaCom; **Roger Vasquez**, Vice President, Creative Data and Ad Operations, Clinch; **Dave Kersey**, Chief Media Officer, GSD&M

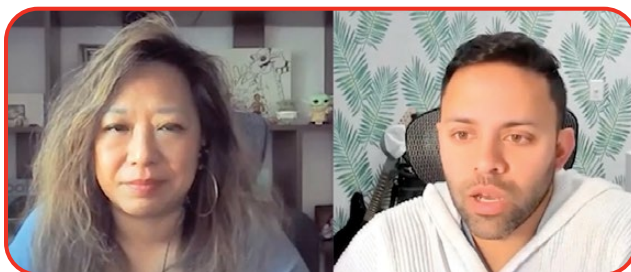
**IAB Audience Connect: Find. Engage. Measure. Optimize. –**

This event provided insights and actionable content for agency strategists, media buyers, planners, and marketers eager to successfully engage consumers, measure, and optimize media campaigns in a privacy-compliant manner within a rapidly changing advertising ecosystem.

**Retail Media Network Committee** – To align on advertising business needs, requirements, and standards, reduce friction in the buying and selling process, and encourage growth, creativity, and innovation, IAB created the Retail Media Network Committee to bring together retail media leaders including buyers, sellers, and ad tech solutions providers.



**IAB Brand Disruption Summit 2022: Retail Media Network Showcase: The How, What, and Why of RMNs** | **David Cohen**, Chief Executive Officer; **Luke Kigel**, Vice President, Walgreens Media and Head of Walgreens Advertising Group, Walgreens; **Melanie Zimmermann**, Vice President, Macy's Media Network; **Lex Josephs**, Vice President, GM Sam's Club MAP [Member Access Platform], Sam's Club; **Elizabeth Donovan**, Global Head of Ad Revenue, Marriott International



**IAB There: Leveraging First Party Data: Turning Data Scavengers into Data Harvesters** | **Angelina Eng**, VP, Measurement and Attribution, IAB; **Amol Waishampayan**, Chief Product Officer, FullThrottle

**Retail Media Day of Learning** – Over the past two years, retail media networks have seen significant growth in the U.S. with advertising spend totaling more than \$50 billion in 2022. IAB hosted a Retail Media Day of Learning where attendees heard from leaders from the various sides of the Retail Media Network industry and learned how to make the most of RMNs to increase the effectiveness of their media budgets.

**2022 IAB PROGRAMMATIC+DATA CENTER BOARD**

**Justin Antonipillai**, WireWheel  
**Sara Badler**, Dotdash Meredith  
**Keith Bryan**, Best Buy  
**Rick Buck**, WireWheel  
**Kevin Dean**, Infutor  
**Maria DePanfilis**, Hearts & Science

**Chad Engलगau**, Acxiom  
**Jay Goebel**, The Trade Desk  
**Aimee Irwin**, Experian Marketing Services  
**Gary Kibel**, Davis & Gilbert LLP  
**Stephanie Martone**, Meta  
**Kyle Maurer**, Monster Energy  
**Mainak Mazumdar**, Nielsen

**Ram Padmanabhan**, Havas Media Group North America  
**Cara Pratt**, 84.51°  
**Asif Rahman**, AccuWeather  
**Vijay Rao**, Yahoo  
**Kelly Rich**, Horizon Media  
**Dave Rosner**, Audigent  
**Jorge Ruiz**, TikTok

**Michael Shoen**, Neustar, a TransUnion company  
**Phil Schraeder**, GumGum  
**Dan Taylor**, Google  
**Sarah Travis**, Roundel  
**Dana Tunks**, BroadSign  
**Felix Zeng**, IBM Watson Advertising

## EXPERIENCE CENTER

# Understanding the New Media Consumer: Gaming, Metaverse, and Beyond

The Experience Center focuses on emerging platforms and evolving consumer behaviors to help the industry future-proof.

Key accomplishments of the Experience Center in 2022 include:

**IAB PlayFronts** – The inaugural IAB PlayFronts, which took place in April 2022, is a marketplace dedicated entirely to the advertising and partnership opportunities in the exciting and evolving gaming and esports industry. The 2022 IAB PlayFronts featured 30+ industry-leading speakers, more than 1,500 registrants and nearly 700 attendees with a near even split of in-person and virtual attendance.

**AXIOS**

IAB's PlayFronts Pitches Brands to Buy Gaming Ads



IAB PlayFronts 2022: Creating Connections with the Gaming Community on Twitch | Luis Garate, Head of Global Sponsorship Sales, Twitch; Nakesha Holley, Media Strategy and Activation, Verizon



IAB Brand Disruption Summit 2022 | Erika Decker Wykes-Sneyd, Chief Marketing Officer, Adidas Originals, Adidas; Zoe Soon, Vice President, Experience Center, IAB

**Intrinsic In-Game (IIG) Measurement Guidelines** – The IAB Experience Center in collaboration with IAB Tech Lab, and the Media Rating Council (MRC) released the Intrinsic In-Game (IIG) Measurement Guidelines in August 2022. The IIG measurement guidelines provide an update to the 2009 in-game ad measurement standards and address viewability, measurement, inactivity, and fraud with intrinsic in-game ads. These updates put the IIG standards on par with the rest of digital media.



IAB, MRC Release First New Standards for In-Game Ad Measurement Since 2009

## 2022 IAB EXPERIENCE CENTER FLAGSHIP BOARD

RoseMarie Adamo, Snap  
Don Buckley, Open Voice Network

Adam Buhler, Digitas LBI  
Michael Dorf, TelevisaUnivision  
Tony Gemma, Yahoo

David Olesnevich, IBM Watson Advertising  
Meg Orbe, Meta

Erin Schaefer, Niantic  
Keith Soljacich, Publicis  
Katie Spagnuolo, TripAdvisor

**The Metaverse for Brands Guide** – To help brands navigate emerging media channels, the Experience Center released **Metaverse for**

**Brands Guide** to equip them with a framework for developing a realistic metaverse strategy. This guide orients brands on the opportunities when it comes to metaverse activations and outlines how leaders in the space are defining and measuring success.



IAB PlayFronts 2022: Meta Quest, VR Experience



20% Of Media Buyers Report Investing In The Metaverse

The Experience Center hosted the following IAB There episodes:

- In March, Cary Tilds, Chief Strategy and Operations Officer at Frameplay discussed how gaming has become the largest and fastest-growing form of entertainment, what it uniquely brings to the media industry, and what to expect at IAB PlayFronts.
- In August, Jonathan Stringfield, Vice President of Global Business Research and Marketing at Activision Blizzard discussed his new book, “Get in the Game” about the importance of understanding the unique ways consumers interact with games and virtual worlds and how marketers need to level up with gaming, esports, and emerging technologies to connect with these consumers.

### IAB Executive Education Series Featuring dentsu

In August, the IAB Experience Center hosted an IAB Executive Education Series to bring attention to the ever-growing gaming and metaverse markets. The series featured member organizations that are making a meaningful impact in these emerging spaces: dentsu shared how ubiquitous gaming is and how it is affecting every aspect of entertainment from music to movies. Then Epic Games, Frameplay, and Landvault shared insights on safety compliance, powerful intrinsic in-game advertising, and examples of consumer engagement in the metaverse.

### DIGIDAY

IAB PlayFronts Takeaways:  
Game Advertising Has Arrived –  
And Brands Are Playing Catch-Up

## 2022 IAB GAMES AND ESPORTS MARKETPLACE BOARD

Itamar Benedy, *Anzu*  
Marty Berman, *LandVault*  
Casey Campbell, *Gameloft*  
Andrew Cassin, *Equativ*  
Yilun Gao, *Google*  
Gabrielle Heyman, *Zygna*

Daniel Holland, *dentsu*  
Tommy Huthansel, *dentsu*  
Joel LaMontagne, *Trivver*  
Aaron Lange, *Marketing Architects*  
Natrian Maxwell, *The Trade Desk*  
Clayton McLaughlin, *Labelium US*

Jude O'Connor, *Bidstack*  
Christopher Outram, *Publicis Media*  
Ian Owen-Ward, *THECE*  
Leslie Petry, *Meta*  
Erin Shaefer, *Niantic*  
Jay Schiller, *Microsoft Advertising*  
Mike Sepso, *Vindex*

Sarah Stringer, *dentsu*  
Jonathan Stringfield, *Activision Blizzard Media*  
Peter Szarka, *Neustar, a TransUnion company*  
Cary Tilds, *Frameplay*  
Mike Wann, *Super League Gaming*  
Bill Young, *Twitch*

## 2022 IAB AUGMENTED REALITY (AR) MARKETPLACE BOARD

RoseMarie Adamo, *Snap*  
Chris Barbour, *Meta*  
Ipshita Biswas, *Google*

Tom Emrich, *8th Wall*  
Tony Gemma, *Yahoo*  
Catherine Henry, *Media.Monks*  
Stan Joosten, *Procter & Gamble*

Kendy Lau, *Sephora*  
Lauren Miyake, *Sephora*  
Erin Shaefer, *Niantic*  
Keith Soljacich, *Publicis Media*

Rachel Weiss, *L'Oréal*  
Jason Yim, *Trigger*

## PUBLIC POLICY &amp; LEGAL AFFAIRS

# Consumer Privacy Takes Center Stage

**W**e're nearly two years into the current administration and the midterm elections have reshuffled priorities in Congress. But one thing remains the same: There is still a heightened scrutiny of how consumer data is used online by publishers and platforms. To guide IAB members, the IAB Public Policy Council and the IAB Legal Affairs Council tackled several key challenges IAB members confronted in 2022.



• **Proposed Ban on Behavioral Targeting Draws Opposition From IAB, Others**

## Supporting Data-Driven Advertising and Internet for Growth

Searching for revenue, or to score political points, state legislators across the country have been proposing new **digital advertising taxes** that unfairly target the digital advertising industry, would double-tax business income, increase advertising and other costs for businesses and consumers, and force more content and services behind paywalls. Working with its industry partners, IAB has argued that a first-of-its-kind law in Maryland violates federal law and the Constitution, which prevent states from discriminating against digital activity or regulating interstate commerce. In a victory for jobs and the economy, a Maryland state circuit judge recently agreed and struck down the law, sending a message that similar bills will face substantial legal challenges.

Early in the year, **IAB issued an impassioned defense** of the advertising and marketing industry against attacks on data-driven, customized advertising that powers the modern commercial internet, including millions of internet-related jobs and trillions of dollars of annual economic growth, according to the **IAB Economic Impact of the Market-Making Internet Report**.



**IAB Public Policy & Legal Summit 2022: The FTC During the Biden Administration** | Jessica Lee, Partner, Co-Chair, Privacy, Security & Data Innovations, Loeb & Loeb; Jessica Rich, Of Counsel, Kelley Drye & Warren LLP; Julia Tama, Partner, Venable LLP; Yael Weinman, Associate General Counsel, Privacy, Verizon



**IAB Audience Connect 2022: Agencies and the New State Privacy Compliance Landscape** | Michael Hahn, EVP, General Counsel, IAB and IAB Tech Lab; Gary Kibel, Partner, Privacy+Data Security Practice Group, Davis+Gilbert LLP; Justin Antonipillai, Founder and CEO, WireWheel

In a powerful response highlighting the benefits of data-driven advertising, **IAB also fired back** at a petition to the Federal Trade Commission (FTC) to ban "surveillance advertising." IAB notes that the organization behind the FTC petition fails to disclose its funders who may have commercial motives for demanding anti-competitive regulations from the agency, and Congress never intended for the FTC's petition process to be used by companies as a weapon to harm their industry competitors. And more recently, the IAB Public Policy Team challenged the FTC's proposed rulemaking for "commercial surveillance" that labels most uses of consumer data as "unfair" and deceptive," a potentially huge blow to the economy.

## AdAge

• **Why the FTC's Consumer Data Collection Crackdown Puts the Entire Economy at Risk**

## Internet for Growth

Hundreds of small businesses and creators across the country have joined **Internet for Growth**, a coalition that launched in January 2022 to promote the personal stories of innovators and entrepreneurs developing new products, reaching more customers, and building thriving enterprises, thanks to the ad-supported internet. More than 700 members of IAB, including marketers, agencies, publishers, platforms, and ad tech firms, are supporting **Internet for Growth** to raise the voice of Main Street in the data protection and privacy debate. The coalition's long-term goal is to ensure any legislation or regulation affecting the technologies they use incorporates their experience and perspective.



The ad-supported internet plays a critical role in enabling competitiveness and empowering entrepreneurialism in communities across America—and more internet jobs were created by small businesses and individuals than by the largest internet companies, yet their voices often go unheard. *Internet for Growth* will inject creators' and small businesses' vital perspectives into the discussion.

### IAB Public Policy & Legal Summit 2022

To bring together global leaders in advertising, media, technology, and the government to discuss how organizations can build a sustainable and consumer-centric media and marketing ecosystem, IAB hosted the **Public Policy & Legal Summit 2022**. Among the highlights were a session on the FTC's priorities under new leadership and what enforcement activities you should expect around privacy, competition, and other consumer protection areas.

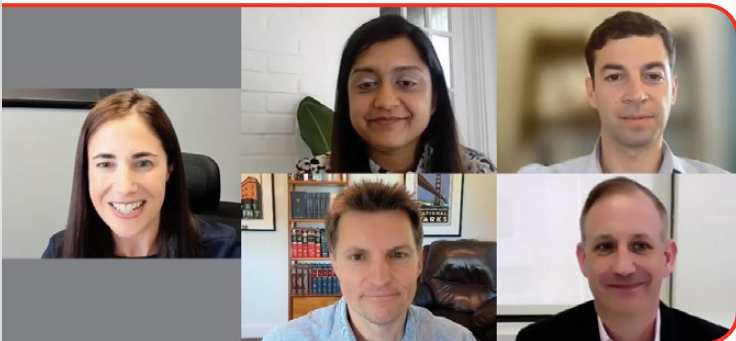
Through the **Legal Insight Series** publications and webinars, the IAB legal team also educated members on critical legal issues and spoke on several panels at the **IAPP Privacy Security & Risk (PSR) Conference: Consumer Privacy Preferences and the Global Privacy Patchwork; Connected and Smart TVs: New Data, New Digital Advertising, and New Risks**. The legal team also convened the **IAB Legal Affairs Council** for a special meeting to interview Sephora's legal counsel regarding the California Attorney General's enforcement action and participated in an event covering the Sephora case.



**Internet for Growth Small Business Panel with Rep. Debbie Lesko (AZ-08) | Digital Advertising Alliance Summit 2022 | Al Franco, Owner and Head Coach, Warzone Boxing Club; Celinda Damiana Cruz-Arce, Owner, Celly's Sweets; Lartease Tiffith, Executive Vice President, Public Policy, IAB; Drew Ament, Owner & Managing Partner, Press1toTalk.com**

### Virtual D.C. Fly-In

To provide IAB's Center of Excellence Board members with an opportunity to hear directly from key government stakeholders, decision-makers, and thought leaders about the legislative and political challenges and solutions that will be important to the digital media and marketing ecosystem, IAB hosted a **D.C. Fly-In** in June. Industry themes discussed during this virtual event included: the impact of the mid-term elections; how the patchwork of state laws will create compliance and legal challenges; risks we will face from a more aggressive FTC and FCC; and will Europe continue to create disruption and uncertainty in the digital advertising and media marketplace and will this set a trend.



**IAB Public Policy & Legal Summit 2022: Solving for State Privacy Law Complexity: CPA, VCDPA, UCPA, and Beyond | Alysa Hutnik, Chair, Privacy and Information Security Practice Group, Kelley Drye & Warren LLP; Ami Rodrigues, Head of Global Privacy, Under Armour, Inc.; Shawn Babiuch, Director of Partnerships, Ketch; Bill Magrath, Associate General Counsel, Privacy, Yahoo; Michael Hahn, EVP, General Counsel, IAB and IAB Tech Lab**

### Multi-State Privacy Agreement (MSPA)

The IAB legal team released the **Multi-State Privacy Agreement (MSPA)** for public comment in October 2022 then the final MSPA on December 1, and held several large-scale industry briefings on the agreement. To prepare for the five new state laws that will take effect in 2023—in California, Virginia, Colorado, Connecticut, and Utah—the group also released some MSPA explainers for the various actors in the industry and hosted several webinars to help members navigate the current privacy environment.



**Politicking At A Pivotal Moment For Online Advertising, With IAB Policy Chief Lartease Tiffith**

### Congressional Meetings

IAB and IAB Tech Lab took to Capitol Hill in October to meet with congressional offices overseeing digital advertising, media, and technology policy. With Tech Lab CEO Tony Katsur in town, the IAB public policy team in Washington, D.C. guided policymakers through our industry's most important issues, including data privacy and protection, promoting international trade, and fostering competition. Senators Maria Cantwell and Roger Wicker, as well as Representatives Cathy McMorris Rodgers and Frank Pallone, all heavily involved in crafting federal privacy legislation, now better understand the potential in Congress to help or hurt jobs and economic growth in the U.S., because of IAB advocacy work.

Additionally, to augment IAB's outreach and advocacy in Washington, D.C. and state capitals, the Public Policy Team has added **Erick Harris, a former Legislative Counsel in Congress**, whose experience on Capitol Hill includes judiciary, financial services, tax, labor, and technology issues, and **Virginia Poe, a former Legislative Aide** to a U.S. Congressman and State Senator.

## LEARNING &amp; DEVELOPMENT AND DEI

# Nurturing Talent and Diversity to Accelerate Growth

**D**iversity is the engine of innovation. IAB strives to provide essential industry skills and knowledge and be the go-to industry resource for professional development and to proactively advocate for DEI in the workplace across our industry.

## IAB Inclusive Leadership Training

As part of IAB's Inclusion Institute and through the sponsored support of Meta, IAB produced its Inclusive Leadership Series. This five-part series is designed to equip frontline managers and team leaders with the knowledge, skills, and tools to cultivate and nurture an inclusive culture in their teams. IAB capped off its Inclusive Leadership Training throughout the year with an in-person session at Meta's Hudson Yards offices. Attendees shared their progress and outlined continued steps and strategies to foster inclusion in their teams.

## IAB Accelerate: Digital Media Apprenticeship

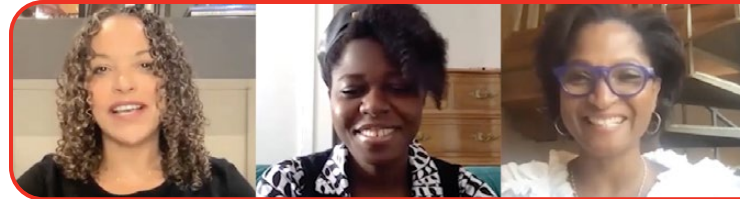


**IAB There: What Does it Mean to be a Black Woman in Advertising and Media** | **Sheryl Goldstein**, EVP, Chief Industry Growth Officer, IAB; **Stephanie Lawrence**, Nextdoor; **Patrice Drew**, Matterkind; **Jasmine Cogdell**, Blacktag

Recognizing the challenge to recruit and retain employees, IAB is proactively creating industry-wide solutions to help organizations with their talent needs. The digital media apprenticeship program, IAB Accelerate: Digital Media Apprenticeship was formed in partnership with American Apprenticeships Work (AAW). In 2022, the program partnered with Big Village, Experian, Media Two Interactive, and NBCUniversal to provide apprenticeships in the data analytics program.

## 2022 NewFronts and Podcast Upfront Programming

Representation matters. The 2022 NewFronts and Podcast Upfront featured several presentations highlighting the growth and importance of minority-owned media, sponsored by IAB's Inclusion Institute. The NewFronts presenters included Blavity, Black Enterprise, and Revolt Media. And the Podcast Upfronts presenters



**IAB There: IAB Inclusion Institute and Cannes Can: Diversity Collective – Paying It Forward** | **Carryl Pierre-Drews**, EVP, Chief Marketing Officer, IAB; **Adwoa Ayesu**, Influencer Marketing Manager; **Adrienne Smith**, Chief Diversity and Inclusion Officer, FleishmanHillard and founder of the Cannes Can: Diversity Collective (CC:DC)

included Café Mocha, Pod Digital Media, They Call Us Bruce. Insights sessions and panels focused on the significance and strategic importance of diverse media and the communities of creators that are driving growth across the video and podcasting landscapes.

## Talent Development

People are the heart and soul of the interactive industry, and they need the right skills to succeed as our industry constantly evolves. IAB offered public training courses across topics including Privacy Law Essentials, Legal Issues in Influencer Marketing, Engaging Virtual Experiences, Inclusive Leadership, and Digital Fundamentals, and introduced two new courses: Commercial Contracting Issues in Digital Advertising and Practical Guidance for European Privacy Laws: GDPR, ePrivacy, and Beyond. IAB also released an updated Digital Media Sales Certification Prep Course available through elearning.

Stay tuned for additional course updates to our Digital 360 Suite and new courses in Retail Media, Gaming, Measurement, and Social Commerce & The Creator Economy.

## Ad Lab Training

As many of us returned to the office, IAB restarted in-person training with two new programs in the Ad Lab. The Retail Media Day of Learning brought together leaders from the various sides of retail media to discuss with attendees how to approach their retail media strategy and effectively measure and optimize their spend. The Measurement & Attribution Workshop, in partnership with Prohaska Consulting, took attendees through current strategy and methodologies for measurement across channels, holistic and multi-channel attribution approaches, and applied measurement.

# In-Depth Insights for Building Digital Brands

The research produced by IAB helps guide and advance the digital media and advertising industry by delivering information that our members and partners need to build brands and business. Major IAB research efforts in 2022 were focused on understanding the changing digital ecosystem, emerging technology, privacy and addressability, omnichannel shopping, and changing media consumption habits.

THE WALL STREET JOURNAL  
**WSJ**

**Digital Ad Revenue Jumped 35% in the U.S. Last Year, Biggest Gain Since 2006**

## Internet Advertising Revenue Report: Full Year 2021



Internet Advertising Revenue Report

Full-year 2021 results  
April 2022

www.iab.com  
www.pwc.com/iabm

pwc

iab.

Now in its 26th year, this report serves as the industry benchmark for digital advertising revenues in the U.S. Conducted by PwC, it provides an in-depth, analytical review of 2021 and puts forth thoughts on the key trends that industry leaders are focusing on in the near future and beyond. The report found that U.S. digital advertising experienced tremendous growth in 2021 with a 35.4% revenue increase year over year, which is the highest growth seen since 2006 and three times 2020's growth.

## 2H 2022 Flash Bulletin: U.S. Ad Investment Projections within the Current Macroeconomic Climate

To understand U.S. ad investment projections within the current macroeconomic climate, IAB surveyed 250 buy-side decision-makers on their 2H 2022 ad spending vs. their original plans as well as on their outlook for 2023. The report enables the buy-side to benchmark their spend vs. the industry and the sell-side to understand the latest buy-side expectations.

## 2023 Outlook Survey: Ad Spend, Opportunities, and Strategies for Growth

The 2023 Outlook Survey was conducted by IAB to provide the digital

ad-supported ecosystem with a forward-looking view into the 2023 ad spending marketplace (including both spend levels and strategies) being projected by buy-side ad investment decision-makers, primarily at brands and agencies. It provides a view into overall spend as well

as at the channel and category levels, a perspective on opportunities and strategies for growth, and insights into two key growing spaces: retail media networks (RMNs) and emerging technologies such as the metaverse, non-fungible tokens (NFTs), augmented reality (AR), etc.

## Brand Disruption 2023: Four Key Disruptions Challenging Brands, Retailers, and the Digital Ecosystem

Each year, IAB releases a seminal brand report at the Brand Disruption Summit that explores how brands and retailers are innovating to address the market disruption driven by the rise of digital B2B platforms, changing media consumption habits, omnichannel shopping, and ongoing privacy legislation—disruptions that have been largely and dramatically accelerated by the pandemic. This year's report, the sixth annual study, identified four key disruptions challenging brands and retailers that the digital ecosystem should be aware of and embrace including H-commerce (a combination of instore and online or hybrid commerce), the explosion of the creator economy, commerce in the metaverse, and the privacy priority and its real-world repercussions.



IAB Brand Disruption Summit 2022 | Chris Bruderle, Vice President, Research & Insights, IAB

MediaPost

**IAB Buyers' Survey: CTV To Lead 2023 Ad Growth, At 14.4%, Linear To Dip 6.3%**

The IAB Research Team also supports the Centers of Excellence and provide critical research throughout the year, including:

- **State of Data 2022 (Part I): The Measurement Dilemma**
- **State of Data 2022 (Part II): Preparing for The New Addressability Landscape**
- **2021 Video Ad Spend & 2022 Outlook**
- **U.S. Podcast Advertising Revenue Report**

## IAB EVENTS

# Convening Industry Leaders and the Ideas That Power the Digital Ecosystem

IAB events are convening platforms for industry thought leadership. In 2022, thousands of media executives and digital influencers from around the globe attended our IAB events and conferences.

Kicking off the year from February 7-10, the **IAB 2022 Annual Leadership Meeting (ALM)** convened leaders from across the entire ecosystem for a mix of in-person, live-streamed, and virtual programming. The theme for 2022, "Vision and Decisions," called upon industry leaders to commit to action, collaborate on a vision for the future, and make the decisions that are required to bring that vision to life for the entire advertising industry.

The Spring ushered in the **IAB NewFronts: Stream On** and **IAB Podcast Upfront: Hear and Now**. Additionally, IAB introduced the **IAB PlayFronts**, a one-of-a-kind marketplace that defined the gaming landscape, elevated the effectiveness of gaming, and demonstrated creative opportunities for brands.

The fifth annual **IAB Brand Disruption Summit 2022: Navigating the Now** in October shed light on the best-in-class strategies developed by executives from the world's most innovative brands, agencies, media companies, and investment firms, along with experts in commerce and consumer trends. And the **IAB Public Policy & Legal Summit** convened digital leaders to discuss how organizations can build a sustainable and consumer-centric media and marketing ecosystem.

IAB offered a mix of events both online and in person, with a hybrid model that offered industry-wide value, and which were widely acclaimed, an incredible testament to the resilience and adaptability of our industry.

**IAB ALM 2022: A Fireside Chat with Dawn Ostroff | Stephanie Mehta, Chief Executive Officer, and Chief Content Officer, Mansueto Ventures; Dawn Ostroff, Chief Content and Advertising Business Officer, Spotify**



**IAB ALM 2022: ALM CMO Roundtable | David Cohen, Chief Executive Officer, IAB; Geoff Cottrill, Chief Marketing Officer, Topgolf; Kimberly Paige, EVP, Chief Marketing Officer, BET; Esi Eggleston Bracey, EVP and COO NA Beauty and Personal Care, Unilever; David Spector, Co-Founder and President, ThirdLove; Marc Toulemonde, Chief Digital and Marketing Officer, L'Oréal USA**



**IAB PlayFronts 2022: Why NBCUniversal, American Eagle, and Anzu Are Going All In On In-Game Advertising | Krishan Bhatia, President & Chief Business Officer, NBCUniversal; Ashley Schapiro, Vice President, Marketing, Media, Performance and Engagement, American Eagle; Itamar Benedy, Co-Founder and Chief Executive Officer, Anzu**



**IAB ALM 2022: Because Audio Matters to Everyone | Conal Byrne, CEO, iHeartMedia Digital Audio Group; Charlamagne tha God, Multi-Media Mogul, Radio Hall of Fame Inductee, and Bestselling Author**

**IAB Brand Disruption Summit 2022: A Fireside Chat with Tehmina Haider, Chief Growth Officer, Harry's Inc. | Priya Rao, Executive Editor, Glossy and Host, The Glossy Beauty Podcast**





**NewFronts 2022:**  
**Twitter | Robin Wheeler,**  
*Vice President, U.S.*  
*Twitter Client Solutions,*  
*Twitter*

**ADWEEK**

**IAB Sets 2022 Hybrid NewFronts Date, Creates PlayFronts for Gaming Industry**



**IAB Brand Disruption Summit 2022: Mission Driven Content |**  
**Alissa Allen,** *Global Chief Strategy Officer, Mediabrands Content Studio;* **Devin Johnson,** *President, The SpringHill Company;* **Chris Karpenko,** *Executive Director, Brand Marketing, United States Postal Service;* **Melanie Washington,** *Senior Vice President, MediaLink*

**IAB Audience Connect 2022: Taking Risks and Redefining Media's Potential for the Brand |**  
**Chris Bruderle,** *Vice President Research & Insights, IAB;* **Eddie Revis,** *Chief Marketing Officer, Magnolia Bakery*



**IAB PlayFronts 2022: Gaming the Media Ecosystem |**  
**Kelly Drake,** *Senior Director, U.S. Sales, Activision Blizzard;* **Jonathan Stringfield,** *Vice President, Global Business Research and Marketing, Activision Blizzard*



**IAB ALM 2022: Modern Brands and Marketplaces |**  
**Tina Sharkey,** *Growth Advisory Board Member, Gap Inc, PBS, Heyday & Havenly;* **Jenny Gyllander,** *Founder and CEO, Thingtesting;* **Reema Batta,** *Chief Marketing Officer, Heyday*



**NewFronts 2022: Amazon |**  
**Amy Poehler,** *Host*

**NEXT TV**

**NewFronts Agenda Set With 'Stream On' Theme for Event**



**2022 IAB NewFronts: Snap |**  
**Peter Naylor,** *Vice President of Sales, Americas, Snap Inc.*



**IAB ALM 2022: A Fireside Chat with**  
**Kirk McDonald,** *CEO, GroupM North America*

## IAB TECH LAB

# Technology Standards That Promote Global Innovation and Growth

To accelerate industry innovation and growth, the IAB Tech Lab is developing and helping companies implement global technical standards and solutions for digital advertising. Comprised of digital publishers, ad technology firms, agencies, marketers, and other member companies, IAB Tech Lab focused on four pillars in 2022 that included continuing the Project Rearch work for identity, data accountability, consumer privacy, and addressability in a post-cookie world; connected television supporting CTV and cross-media video; security and fraud in programmatic supply chain; and foundational technologies through widely used standards. Key focus areas included work on the authorized digital sellers (ads.txt) anti-fraud specification, Open RTB (real-time bidding) for CTV capabilities, Open Measurement SDK for viewability and verification, and the VAST video specification.

## DIGIDAY

How Standards Can Solve Data Clean Rooms' Interoperability Issue

Key IAB Tech Lab accomplishments in 2022 include:

## Security and Fraud Mitigation in Buying and Selling Ads

As part of its efforts to increase transparency in the advertising supply chain and reduce fraud, Tech Lab launched the latest update to **ads.txt, version 1.1**. This version of ads.txt introduces

two new additional fields to the specification, 'ownerdomain' and 'managerdomain' that bring more transparency to the sellers involved in any transaction.

The **Best Practices for the Disclosure of Ad Fraud Attacks** is a product of IAB Tech Lab's Programmatic Supply Chain Working Group. It outlined practices and methods to enable collaboration across the industry when it comes to sharing and disclosing ad fraud incidents.



**IAB Audience Connect 2022: How Clean Are Data Clean Rooms? | Jing Suk**, Managing Partner, Executive Director, Marketing Intelligence and Science, Wavemaker; **Soumya Donkada-Martinez**, Head of Digital, Media, and E-Commerce, Unilever North America; **Allyson Dietz**, Senior Director, Marketing Solutions, Neustar; **Ted Flanagan**, Chief Customer Officer, Habu; **Shailley Singh**, EVP, Product and Chief Operating Officer, IAB Tech Lab

Where money goes, fraud follows and right now CTV is where the money is going. **Ads.cert** is a new protocol designed by the Security Foundations Working group that uses public cryptographic keys to sign and authenticate CTV inventory, specifically for Server-Side Ad Insertion (SSAI) use cases. The specifications are now finalized and ready for industry adoption. We are encouraging all ad tech participants in the CTV space—SSAI vendors, supply-side platforms (SSPs), demand-side platforms (DSPs), and measurement providers—to adopt them.

## DIGIDAY

IAB Tech Lab Unveils New Working Group to Tackle Evolving Consent Frameworks



**IAB ALM 2022 | A Fireside Chat with Neal Stephenson**, Best-Selling Sci-Fi Novelist, Author of *Snow Crash* and *Cryptonomicon*; **Anthony Katsur**, Chief Executive Officer, IAB Tech Lab

# iab.TECH LAB

The Tech Lab also became the new home of the open-source code repositories for **Universal ID 2.0 (UID 2.0)** as an industry resource and will develop the specification and source code for the Tokenization Framework.

The **Content Taxonomy 3.0** update enables buyers and sellers to better understand contextual parameters of content. Launched by IAB Tech Lab in June, the new version includes a new structure to better support contextual buying for CTV, and expands the News category, to help sellers better monetize news content.



**Advanced Television: The Quest For Universal Addressability | The Challenges DSPs Face Buying Advanced TV | Mike Fisher, Vice President, Advanced TV & Audio, Essence; Neal Richter, Director, Advertising Science, Amazon Ads; Andrew Tint, General Manager Programmatic Partnerships, DISH; JiYoung Kim, Chief Products & Services Officer & President of Nexus for GroupM North America, GroupM**

## Enabling Identity, Privacy, and Addressability in a Post-Cookie World

The **Seller Defined Audiences (SDA)** specification finalized in 2022 won the Adweek Readers' Choice Award for Innovation of the Year. It allows publishers, data management platforms (DMPs), and data providers to scale first-party data responsibly and reliably without reliance on deprecated IDs and/or new, untested, non-standard technologies. It provides a conceptual foundation and technical scaffolding for publishers to transact on their first-party audience cohorts in the open programmatic ecosystem. It is designed to support ongoing innovation, growth, and open-market competition on top of a shared, flexible framework.

The **Global Privacy Platform (GPP)** is a unified global architecture to manage consumer privacy preferences according to local regulations. It will streamline technical privacy standards into a singular schema and set of tools that adapt to regulatory and commercial market demands across channels. The GPP was finalized and launched in September and is now ready for industry adoption. The solution currently supports the US Privacy, US State Signals, IAB Europe Transparency Consent Framework (TCF), and IAB Canada TCF consent strings.

The **US State Signals** are a set of specifications for privacy strings for multiple U.S. states that should be used in conjunction with the Global Privacy Platform (GPP). Currently, specifications have been developed to support privacy signals from five U.S. states (California, Virginia, Colorado, Utah, and Connecticut). US State Signals will supersede the US Privacy Framework which has been used to date to manage consent signals from California, with respect to the CCPA.



**Taking Two Concrete Steps  
Toward Privacy Controls And  
Compliance With The Global  
Privacy And Accountability  
Platforms**

**Privacy Enhancing Technologies (PETs)** are a new group of technologies designed to ensure private data is protected while being used and shared for various marketing and advertising use cases like audience activation, measurement, attribution and campaign analysis. The Tech Lab launched a working group dedicated to support integration of PETs in digital advertising focused on education and awareness of these technologies in the ecosystem.



**IAB ALM 2022: Implementing Privacy-First Addressability Solutions in an Omnichannel World | Anthony Kasur, Chief Executive Officer, IAB Tech Lab; John Sabella, Chief Technology Officer, PubMatic; Stephanie Layser, Vice President, Data, Identity and Ad Tech Products and Platforms, News Corp; Jana Meron, Senior Vice President, Programmatic and Data Strategy, Insider Inc.**

## Supporting the Growth of Connected TV and Cross-Media Video

The digital video marketplace continues to grow with more streaming content delivered to connected televisions. The updated **Digital Video and CTV Ad Format Guidelines** addresses this challenge by incorporating TV requirements and cross screen challenges. The specifications outline details like file size, resolution, bitrate, colorspace, and other technical specifications for common players and TV ratios, and also provides guidance on generating the multiple files needed to help improve “intelligent” creative selection in programmatic cross-screen placement.

The new version 2.6 of Open Real-time Bidding (Open RTB), a way of selling media that enables an individual advertising opportunity (ad impression) to be bid on in real-time was updated for CTV with capability to match TV like buying. **OpenRTB 2.6** includes features to support buying and selling of Ad pods or a group of ads in an ad break together and includes new objects to describe channel and network of content.

Reliable and scalable measurement is essential to a healthy digital ecosystem and especially needed for high growth channel like CTV. The **Open Measurement SDK (OM SDK)** is one of the most widely adopted industry measurement solutions. It gives advertisers flexibility and choice in the verification solutions from their preferred

providers by making it easier for publishers to integrate one SDK and enable ad verification with all verification vendors. In October, Tech Lab launched the latest version of the OM SDK which expands the scope of the OM SDK to bring consistent video viewability measurement signals to CTV environments like tvOS from Apple and Android TV based devices.



**IAB Tech Lab Addressability System Design | Garrett McGrath,**  
Senior Vice President, Product Management, Magnite

THE WALL STREET JOURNAL  
**WSJ**

Advertisers Turn to ‘Clean Rooms’ to Keep Consumer Data Private

The growth of streaming video and internet connected television sets has brought new challenges to the TV business and industry. The new device and delivery landscape for TV content, comprising of Ad Supported Video On Demand (AVOD), Free Ad Supported Television (FAST), Linear Addressable TV, Linear TV, requires revisiting the foundations and technologies for multiple common use cases. IAB Tech Lab developed and announced a multi-year **Advanced TV roadmap** and creation of **Advanced TV Commit Group** to navigate and address the core challenges for TV industry namely universal addressability and finding a common currency; frame accurate ad insertion for seamless user experience across delivery channels; viewability verification; campaign audibility across channels; and programmatic enablement of sales across multiple channels.



**Advanced Television: The Quest For Universal Addressability | A New Channel and an Age-Old Debate: Measurement | Shailley Singh,** Executive Vice President, Product & COO, IAB Tech Lab; **Davide Rosamilia,** Director, Product Management, ID5; **George Castrisiades,** Vice President, CTV Product, iSpot.tv; **Ben Kaplan,** Vice President, Product Marketing, PubMatic

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# iab.TECH LAB

## The IAB Tech Lab Summit and Events

The premiere industry event bringing together the product development community in the ad industry to discuss identity, data and privacy, CTV, and programmatic foundation the **IAB Tech Lab Summit 2022: Transcend** was hugely successful and well attended this year. IAB Tech Lab also hosted a series of events this year including intimate get-togethers and virtual webinars for members and the industry. In March, at **Accelerating Data Transparency and Quality Standards for The Digital Supply Chain**, IAB Tech Lab and Neutronian unpacked their recently announced partnership aimed at streamlining data transparency and quality certifications for the digital supply chain. Also in March, the Tech Lab kicked off the first **Privacy Enhancing Technologies (PETs)** event of this three-part series that focused on why privacy-enhancing technologies are important for the sustainability of the ad-supported internet and held **Advanced Television: The Quest for Universal Addressability** in November.

**Addressability System Designs, Moving from Strategy to Implementation - It's Time to Build** was a forward-looking event that brought practical education and advice to the market by showcasing tangible case studies, relevant debates about technical designs, and testing outcomes.



IAB Tech Lab Summit, New York City | Jonathon Troughton, Chief Executive Officer, Frameplay; Cary Tilds, Chief Strategy and Operations Officer, Frameplay

## Advancing Foundational Technology and Transparency

IAB Tech Lab's **Transparency Center**, launched in the summer of 2021, is a centralized resource for metadata about participants in the ad tech ecosystem. This includes crawling the web for data from IAB Tech Lab specifications like **Authorized Digital Sellers (ads.txt)** and **Sellers.json of over 10 million websites and apps including CTV apps**, as well as newly added **Audience Segment Metadata** from companies that have adopted the **Data Transparency Standard**. These data sets reduce fraud by identifying unauthorized supply paths and then targeting inventory from partners that adhere to specific industry compliance programs. In addition, adoption of new standards like **Seller Defined Audiences** will accelerate with the Transparency Center's standardized taxonomy descriptions for audience segments. Originally, the Transparency Center was a resource that only IAB Tech Lab members could access—with this most recent release, these invaluable resources in the Transparency Center Data Explorer are now freely available.

SHARC, which stands for **Secure HTML Ad Rich-media Container**, supersedes two standards—SafeFrame for web and MRAID for mobile. It is a new standardized iframe that works in all environments and was released by IAB Tech Lab in December.

**Advanced Television: The Quest For Universal Addressability | State of the Advanced TV Landscape Today** | Anthony Katsur, Chief Executive Officer, IAB Tech Lab; Rich Guinness, Network Lead, Data Licensing & Strategy, VIZIO; Maribel Becker, Vice President, Addressable Partnerships, Paramount; Tom Sly, Vice President, Revenue Strategy, E.W. Scripps Company; Daniel Church, Head of Advanced TV Product, Beachfront; David Unsworth, Vice President of Technical Operations, Extreme Reach



IAB Tech Lab Launches Phase Two Of Rearc With A New Privacy-Enhancing Tech Working Group

In addition, IAB Tech Lab hosted several events to **accelerate industry standards implementation** including the IAB Tech Lab **Transparency Center** webinar in July, the **Open Measurement Enters CTV** webinar and the **Global Privacy Platform** webinar in August and **OpenRTB Specification Release Process Update** webinar in November.



## IAB GLOBAL NETWORK

# Promoting Global Thought Leadership and Collaboration

IAB supports members' international agendas by leveraging the strength and collaboration of the **IAB Global Network**. The international team aims to further the overall mission of IAB and to serve the interactive ad industry globally by advancing global thought leadership, expanding the IAB brand into strategic markets, and encouraging self-regulation and public policy. In 2022, the IAB Global Network focused its efforts on an issue that profoundly affects the entire media and marketing ecosystem: digital transformation and consumer privacy and regulations.

IAB and IAB Tech Lab joined peers as thought leaders in the media and advertising community during the **Cannes Lions International Festival of Creativity 2022** in June. IAB executives moderated conversations and spoke on panels about brand purpose, the cookieless future, the creator economy, digital transformation, diversity, equity & inclusion, and more with member companies and partners from Experian, HUMAN, Infillion, McKinsey, MediaLink, Meta, Oracle, SiriusXM Media, Teads, and The Wall Street Journal.



**Cannes 2022 | Ad Net Zero Global Group:** Daryl Simm, *Omnicom*; Dagmara Szulce, *IAA*; Tamara Daltroff, *EACA and Voxcomm*; Gemma Gould, *IPG*; Marla Kaplowitz, *4A's*; Arielle Gross Samuels, *Meta*; Stephan Loerke, *WFA*; Anna Lungley, *dentsu international*; Carla Serrano, *Publicis Groupe*; Stephen Woodford, *Advertising Association*; Lorella Gessa, *Havas Group*; David Cohen, *IAB*; Aline Santos, *Unilever*; Bob Liodice, *ANA*; Lorraine Twohill, *Google*; Lindsay Pattison, *WPP*; Melanie Burger, *Sky*

IAB CEO David Cohen also participated in the Ad Net Zero global initiative: "By 2030 Every Ad Will be a Green Ad," pledging IAB's commitment on stage at Cannes Lions to help our industry deliver on its full potential to build a more sustainable future.



**Cannes 2022 | Infillion: Media and Marketing's Connected Future on the Road to Brand Success and Optimizing Consumers' Time, Attention and Privacy;** Michael Burgi, *Senior Editor, Digiday*; Antonia Wade, *Global Chief Marketing Officer, PwC.*; Jatinder Singh, *Global Head of Data & Analytics, Accenture Song*; Christa Carone, *President, Infillion Media*; Sophie Kelly, *Senior Vice President, Diageo*; Sheryl Goldstein, *EVP, Chief Industry Growth Officer, IAB*; Doug Rozen, *CEO, dentsu Media, Americas*



**Cannes 2022 | Infillion | Diversity Champions Powering the Future of Media, Marketing, and Tech,** Cheryl Overton, *Cheryl Overton Communications*; Carryl Pierre-Drews, *EVP, Chief Marketing Officer, IAB*



IAB Global Summit 2022 | IAB Executives from IAB Global Network, New York



IAB Global Summit 2022 | IAB Global Network in IAB Ad Lab, New York

At the end of November, executive leaders from across the **IAB Global Network** gathered in New York City to reconnect, share challenges, and reinforce the IAB international community's collaborative relationship. The two and a half day IAB Global Summit included productive discussions focused on ways the IAB Global Network can work together to support the growth of the digital ecosystem around the globe. A key objective for the upcoming year is to establish structures and processes to make it easier for each international member to share information, advance global thought leadership, and coordinate public policy initiatives around privacy and other global regulatory issues.

For more information, visit [iab.com/global/](https://iab.com/global/)

### NORTH AMERICA

- IAB (U.S.)
- IAB Canada
- IAB Mexico

### AFRICA

- IAB GCC (Gulf Cooperation Council)\*
- IAB South Africa

### SOUTH AMERICA

- IAB Argentina
- IAB Brazil
- IAB Chile
- IAB Colombia
- IAB Peru
- IAB Uruguay

### ASIA PACIFIC

- IAB Australia
- CAA (IAB China)
- IAB Hong Kong
- JIAA (IAB Japan)
- IAB New Zealand
- IAB SEA + India (Southeast Asia + India)\*

### EUROPE

- IAB Austria
- (BAM) IAB Belgium
- IAB Bulgaria
- HURA (IAB Croatia)
- IAB Denmark
- IAB Europe\*
- IAB Finland
- IAB France
- BVDW (IAB Germany)
- IAB Greece
- IAB Hungary
- IAB Ireland
- IAB Italy
- IAB Macedonia
- VIA (IAB Netherlands)
- INMA (IAB Norway)
- IAB Poland
- IAB Portugal
- IAB Romania
- IAB Serbia
- IAB Slovakia
- IAB Slovenia
- IAB Spain
- IAB Sweden
- IAB Switzerland
- IAB Turkey
- IAB UK
- IAB Ukraine

\*Regional IABs



## IAB MEMBERS

# Empowering and Connecting IAB Members

IAB's mission is to empower the media and marketing industries to continue to thrive in the digital economy. IAB members are from leading media and technology companies, including brands and advertising agencies, and IAB added retail members in 2022 as well. These constituents now have equal access to join the inner workings of the IAB—including voting board membership, Center of Excellence leadership, and access to legal and public policy resources. We thank all members for their support throughout the year.

## GENERAL MEMBERS

- |   |                                |                                  |  |                         |                                |
|---|--------------------------------|----------------------------------|--|-------------------------|--------------------------------|
| 16 Handles  | Anheuser Busch InBev           | Chandanni                        | Enthusiast Gaming                                | Innovid                 | Meta                           |
| 33Across  | Aniview                        | Chipotle                         | Equativ  | INOVA                   | Mezzetta Foods                 |
| 3 Day Blinds  | Anteriad                       | Citigroup                        | Equifax  | Insider Intelligence    | MGID                           |
| 6Sense  | Ancylip                        | City National Bank               | Estrella Media                                   | Insticator              | Micron                         |
| 8th Wall  | Anzu                           | Claritas                         | Eversana Intouch Media                           | Integral Ad Science     | Microsoft Advertising          |
| A+E Networks  | APM Studios                    | Clinch                           | Evidon   | Intel                   | MiQ                            |
| A360Media   | Ariety                         | Clipcentric                      | EX.CO  | Interactive Offers      | Mirriad                        |
| Aarki   | Artsy                          | Clue Digital                     | Expedia Media Solutions                          | INVIDI Technologies     | MNTN                           |
| AARP  | AstraZeneca                    | CNET Media Group                 | Experian Marketing Services                      | IPG Mediabrands         | Mobilewalla                    |
| Acast   | Audacy                         | Colgate-Palmolive                | Extreme Reach                                    | IPONWEB                 | Monster                        |
| AccuWeather   | Audigent                       | Column6                          | eyeo GmbH  | IRI                     | Monster Energy                 |
| Activision Blizzard Media                           | Audioboom                      | Common Sense Networks            | Eyeota   | IRIS.TV                 | Montclair State University     |
| AcuityAds   | Babbel                         | Commonwealth Joe Coffee Roasters | Fandom   | iSpot.tv                | Museum of the City of New York |
| Axiom   | Backtracks                     | Comscore                         | Fernish  | Iubenda                 | Music Audience Exchange        |
| Adacado   | Bank of America                | Condé Nast                       | Firefly  | Jackpocket              | NASCAR Digital Media           |
| Adapex  | Barometer                      | Confiant                         | Firework   | Jeeng                   | National Football League (NFL) |
| AdaptMX   | Barstool Sports                | Connatix Native Exchange         | Flashtalking                                     | Jivox                   | National Public Media          |
| AdBrilliant   | Basis                          | Conversant Media                 | Flipboard  | Johnson & Johnson       | Nationwide Marketing Group     |
| AdCellerant   | BauBax                         | Conviva                          | Fluent   | Julianna Rae            | Navistone                      |
| AdColony  | Bayer                          | Cooler Screens                   | Flywheel Sports                                  | Jun Group               | NBCUniversal                   |
| Adform  | BBC America                    | Cox Enterprises                  | Forbes Media                                     | JUST WATER              | Nectar                         |
| AdGear  | BD (Becton, Dickinson and Co.) | Cox Media Group                  | FOX  | JW Player               | Netflix                        |
| Ad-ID   | Beachfront                     | Crackle Plus                     | Frameplay  | Kabbage                 | News Corporation               |
| AdKernel  | Beau Ties                      | Crinetics Pharmaceuticals        | Fred Segal                                       | Kargo                   | New York Public Radio          |
| AdLarge Media                                       | Beliv                          | Criteo                           | Freestar   | KERV Interactive        | Nexstar, Inc.                  |
| ADLOOX  | Bespoke Post                   | DailyMotion                      | Freshly  | Kevel                   | NextRoll                       |
| Admiral Adblock Publisher Solutions                 | Best Buy                       | DanAds                           | FRVR   | Kidoodle.TV             | Niantic                        |
| Adobe   | Bhang Inc                      | Data Axle                        | fuboTV   | Kinesso                 | Nielsen                        |
| AdPushup  | Bidmind                        | DAX U.S.                         | Future US  | Kliken                  | NomNomNow                      |
| Adrea Rubin Marketing                               | Bidstack                       | Decide                           | Fyber  | Kochava                 | NorCal Cannabis Company        |
| Adslot  | Bidtellect                     | DeepIntent                       | Fylo   | Kopari Beauty           | Nordstrom                      |
| Adstra  | Bigabid                        | DeepPod                          | Gameloft   | Kroger                  | Northwell Health               |
| AdsWizz   | BIGtoken                       | Dell                             | Gamesight  | L'Oreal                 | Nutrafol                       |
| AdTheorent  | Blingby                        | Dentsu Holdings USA              | Gap  | Labelium US             | Oars + Alps                    |
| Aer Lingus Limited                                  | Blis                           | Dermstore                        | GeistM   | Lancer Skincare         | Ocean Spray                    |
| Affinity Solutions                                  | Blockboard                     | DeviceAtlas                      | General Motors Company                           | LandVault               | Cranberries Inc.               |
| Albertsons Media Collective                         | Blockgraph                     | diDNA                            | Genius Monkey                                    | LATV                    | Leaf Group                     |
| Allen Media, LLC                                    | Bloomist                       | DIG Labs                         | GeoEdge  | Leatherman Tool Group   | LendingTree                    |
| Alliant   | Boltive                        | Diray Media                      | Globaln  | LG Ads                  | Libsyn                         |
| Allstar Innovations                                 | Bonafide                       | DIRECTV Advertising              | Goodway Group                                    | Liftoff                 | Liftoff                        |
| ALOHA   | Brandless                      | Discovery Communications         | Google   | Lightbox                | LinkedIn                       |
| Alice USA   | BroadSign                      | DISH                             | Gray Line Worldwide                              | LiveIntent              | LiveIntent                     |
| Amazon Ads  | Brookdale Senior Living        | DISQO                            | GRESSO   | LIVELY                  | LIVEPLY                        |
| AMC Networks  | Brookline                      | DMD Marketing Corp.              | GSTV   | LiveRamp                | Loeffler Randall               |
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| Amobee  | BuzzFeed                       | Dotdash Meredith                 | Haerfest   | Lowe's                  | Lucid                          |
| Ampersand   | Buzzsprout                     | DoubleVerify                     | Harmelin Media                                   | LVMH                    | Made In Cookware               |
| AnalyticsIQ   | Cadent                         | Dstillery                        | Harper College                                   | MadHive                 | Magellan AI                    |
| Anatomie  | CafeMedia                      | Duration Media                   | Hartsfield-Jackson Atlanta International Airport | Magnite                 | Mahlia Collection              |
| Andie Swim  | Canoe Ventures                 | Dynata                           | Hashtag Labs                                     | Market Engineuity       | Market Engineuity              |
|   | Canvas Worldwide               | E. & J. Gallo Winery             | Havas Media Group North America                  | Marketing Architects    | Marla Aaron Jewelry            |
|   | Capital One                    | EarfleeK                         | HP   | Mars Petcare            | Mars Petcare                   |
|   | Caskata                        | Eargo                            | Hubble Contacts                                  | Mastercard              | Mastercard                     |
|   | Celtra                         | EDO                              | HUMAN  | Mattel                  | Mattel                         |
|   | Chairish                       | Effectv                          | IBM Watson Advertising                           | Mattress Firm           | Mattress Firm                  |
|   |                                | EMOdo                            | iHeartMedia                                      | Maximus Live            | Maximus Live                   |
|   |                                | EMX by Big Village               | IHS Markit                                       | Media.net               | Media.net                      |
|   |                                |                                  | Index Exchange                                   | Mediaahub               | Mediaahub                      |
|   |                                |                                  | Infillion  | MediaKind               | MediaKind                      |
|   |                                |                                  | Infolinks  | MediaMath               | MediaMath                      |
|   |                                |                                  | Infutor  | MediaNews Group         | MediaNews Group                |
|   |                                |                                  | Inmar Intelligence                               | Mediaocean              | Mediaocean                     |
|   |                                |                                  | InMarket   | Media Place Partners ad | Media Place Partners ad        |
|   |                                |                                  | InMobi   | Adtegrity Company       | Adtegrity Company              |
|   |                                |                                  | Innity   | MediaRadar              | MediaRadar                     |
|   |                                |                                  |  | Mexicx Health           | Mexicx Health                  |
|   |                                |                                  |  | Meryl Diamond Ltd       | Meryl Diamond Ltd              |

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Samba TV  
Sam M. Walton College of Business  
Samsung Ads  
Sarah Flint  
SAS Institute  
ScaleMonk  
Scholl's Wellness Company  
SC Johnson  
Scotts Miracle-Gro  
Scotts Moving  
Semcasting  
ShareThis  
Sharethrough  
SHE Media  
Silverbullet  
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Simulmedia  
Slate  
Smaato  
SmartyAds  
SmileDirectClub  
Smithsonian Media Group  
Snapchat  
Solé Bicycles  
Solo Stove  
Sonobi

Sony Music Entertainment  
SoundCloud  
Sounder  
Soundstack  
Sourcepoint  
Sovrn  
Spectrum Reach  
SpineNevada  
SpokenLayer  
Spotify  
Spreaker  
StackAdapt  
Standard Media Index  
Stanley Martin Homes  
Start.io  
Starwood Retail Partners  
Stingray Advertising  
Stirista  
Strategus  
Strategy+Business  
SuperAwesome  
Super League Gaming  
Surfside  
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Terminus  
The Arena Group  
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The Inquirer  
The Man Company  
The Media Trust Company  
The New York Times Company

The Recount  
The Sill  
The Trade Desk  
TheViewPoint  
The Wolf Project  
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TIAA  
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TomboyX  
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TULA Skincare  
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US News & World Report  
Valassis  
VCC Brands  
Veestro  
Veritone One  
Veritonic  
Verve Group  
Vevo  
VFR

Viant  
Vibonomics  
Vice  
VidCrunch  
VideoAmp  
Vindex  
ViralGains  
Visit Orlando  
VIZIO  
Vox Media Podcast Network  
VRTCAL  
Walgreens  
Walmart  
Wander Beauty  
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WarnerMedia  
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Wave Sports + Entertainment  
WBUR  
Weedmaps  
Weiman Products  
Wellow  
WellWell  
Westwood One  
WideOrbit  
Wiland  
WildBrain Spark  
Williams-Sonoma  
Winc  
Worldata  
WPP US  
Wrench  
Xandr  
Yahoo  
YieldLift  
Yieldmo  
YourTango  
ZAM Network  
Zeel  
Zefr  
Zergnet  
Ziff Davis  
ZippyPaws Inc.  
ZipRecruiter Inc.  
Zynga



## IAB MEMBERS:

# "In Their Words" Video

## IAB TECH LAB MEMBERS

All IAB U.S. general members are automatically members of the IAB Tech Lab. Additional members include:

1plusX  
A Million Ads  
ACPM  
Ad Insertion Platform  
AdButler  
Adform  
Adiix  
AdMixer  
Admixer EU GmbH  
Adomik  
AdProfs  
AdsCompass  
AdShares  
Adverty  
AdView  
Algorix  
AlikeAudience  
Alliance for Audited Media (AAM)  
Amagi  
Aniview  
Anzu  
Aotter  
Appier

AppLovin  
AppsFlyer  
Aqilliz  
Audio Alliance GmbH  
Audion  
Audit Bureau of Circulations UK  
Axel Springer SE  
BARC India  
Bedrock Streaming  
Bell Media  
Ben Humphry Ltd.  
Bidstack  
BPA Worldwide  
BRICKS  
Broadpeak  
Browsi  
Captify  
CBC Radio Canada  
CHEQ  
Cint  
CipherMode  
Cloudview Technology Limited

Coalition for Innovative Media Measurement (CIMM)  
Content Hound, LLC.  
Contxtful  
Dailymotion  
Data.ai  
D-Block  
Decentriq  
DeviceAtlas  
Didomi  
Disctopia  
Doceree Media  
EdiPub  
E-Planning.net  
Erstream  
Eskimi DSP  
European EDAA  
European Interactive Digital Advertising Alliance  
European NetID Foundation  
European Publishers Council  
Fiducia DLT Ltd

FLUX Inc.  
Great Software Laboratory Private Limited  
Gridsum  
Habu  
Hubhopper  
iCaro media group  
ID5  
InfoSum  
Iubenda  
Jounce Media  
Julep Media GmbH  
Kidoodle.TV  
Kinesso  
Lemma Technologies  
Line  
LIVAD  
Local Media Consortium  
Localsensor  
Macromill, Inc.  
Mail Metro Media  
Mediakeys  
MetaX (China)  
Mfliterit  
Miaozhen Information Consultancy Co., Ltd  
Mintegral  
Moloco

Network Advertising Initiative  
News UK  
Novatig  
Nowtilus  
NumberEight  
Ogury  
optable  
Opticks Security  
Organic Ventures  
Pelmorex Media Inc.  
Permission.io  
Permutive  
PPC Protect Limited  
Preciso  
Price waterhouseCoopers LLP  
Primis  
Promogo  
Pylar Co., Ltd  
Qwarry  
Reach PLC  
Rebel Base Media  
ResponsiveAds  
Roq.ad  
RTBAsia  
Rulo a CivicScience Company

Scibids  
Search Engine Journal  
SFBX  
Sirdata  
Snowflake  
Spoods  
Synamedia  
Telegraph Media Group  
The Aber Group  
The Barometer  
Transsnnet Music Limited  
TRUSTX  
Truvid  
ucfunnel Co., Ltd.  
UNICORN Inc.  
Usercentrics GmbH  
VDO.AI  
Verance  
Virtual Minds AG  
Visarity Technologies  
Voiro  
Waveline Media  
White Bullet  
Xapads  
Xenoss  
xpln.ai  
Yahoo Japan Corporation  
YOSPACE

## COMMITTEES &amp; COUNCILS

# 2022 IAB and IAB Tech Lab Committees, Councils, and Working Groups

IAB committees and councils are where industry functional leaders and subject matter experts share best practices and develop advanced research on burning industry issues. These groups

include the brightest minds in the industry working together to develop solutions that improve the interactive advertising and marketing ecosystem for everyone.

## COMMITTEES

Addressability & Measurement Committee  
Advanced TV Committee  
Audio Committee  
Digital Video Committee  
Retail Media Network Committee

## COUNCILS

Agency Leadership Council  
Brand Council  
Chief Revenue Officer (CRO) Council  
Legal Affairs Council  
Public Policy Council  
Publisher Council  
Research Council  
Talent Development Council

If you are interested in joining a committee, council or working group, please contact [membership@iab.com](mailto:membership@iab.com)

For more information on the IAB Committees and Councils, please visit <https://iab.com/groups>

## iab.TECH LAB

### IAB Tech Lab Council

*Ad Product Portfolio Working Group*  
*Asia-Pacific (APAC) Technical Working Group*  
*CTV Technical Working Group*  
*Data Transparency Standards Working Group*  
*Digital Video Technical Standards Working Group*  
*Global Privacy Working Group*  
*OM SDK Ad Swapping/Ad Blocking Working Group*  
*Open Measurement Commit Group*  
*Open Measurement Working Group*  
*Open Measurement for CTV Subgroup*

*Podcast Technical Working Group*  
*Privacy & Rearc Commit Group*  
*Privacy Enhancing Technologies (PETs) Working Group*  
*Programmatic Supply Chain Commit Group*  
*Programmatic Supply Chain Working Group*  
*Rearc Accountability Working Groups*  
*Rearc Task Force*  
*Rearc Addressability Working Group*  
*Safe Ad Container Working Group*  
*Security Foundations Working Group*  
*Secure Interactive Media Interface (SIMID) Sub-group*  
*Taxonomy and Mapping Working Group*

For more information, visit:

<https://iabtechlab.com/working-groups/>

# 2023 Events

IAB events are the convening voice of the digital marketing ecosystem. From intimate invitation-only roundtables and online interactive experiences to essential and industry-leading 1,500+ person conferences, each event brings together thought leaders and practitioners from across the industry. IAB and IAB Tech Lab will host a mix of in-person and virtual events in 2023.

JANUARY 22-24

## IAB ANNUAL LEADERSHIP MEETING (ALM)

Marco Island, FL (In-Person Event)

MARCH 8-9

## IAB PLAYFRONTS

New York, NY (Hybrid Event)

APRIL 3

## IAB PUBLIC POLICY & LEGAL SUMMIT

Washington DC (In-Person Event)

MAY 1-4

## IAB NEWFRONTS

New York, NY (Hybrid Event)

MAY 11

## IAB PODCAST UPFRONT

New York, NY (Hybrid Event)

SUMMER

## IAB VIDEO LEADERSHIP SUMMIT

New York, NY (In-Person Event)

JUNE 7

## IAB TECH LAB SUMMIT

New York, NY (In-Person Event)

JUNE 29

## IAB GAMING LEADERSHIP SUMMIT

New York, NY (In-Person Event)

OCTOBER 12

## IAB AUDIO LEADERSHIP GATHERING

New York, NY (In-Person Event)

For information on sponsoring these events, please contact

[sponsorship@iab.com](mailto:sponsorship@iab.com)

IAB FINANCIAL REVIEW

# Investing in IAB Members' Success

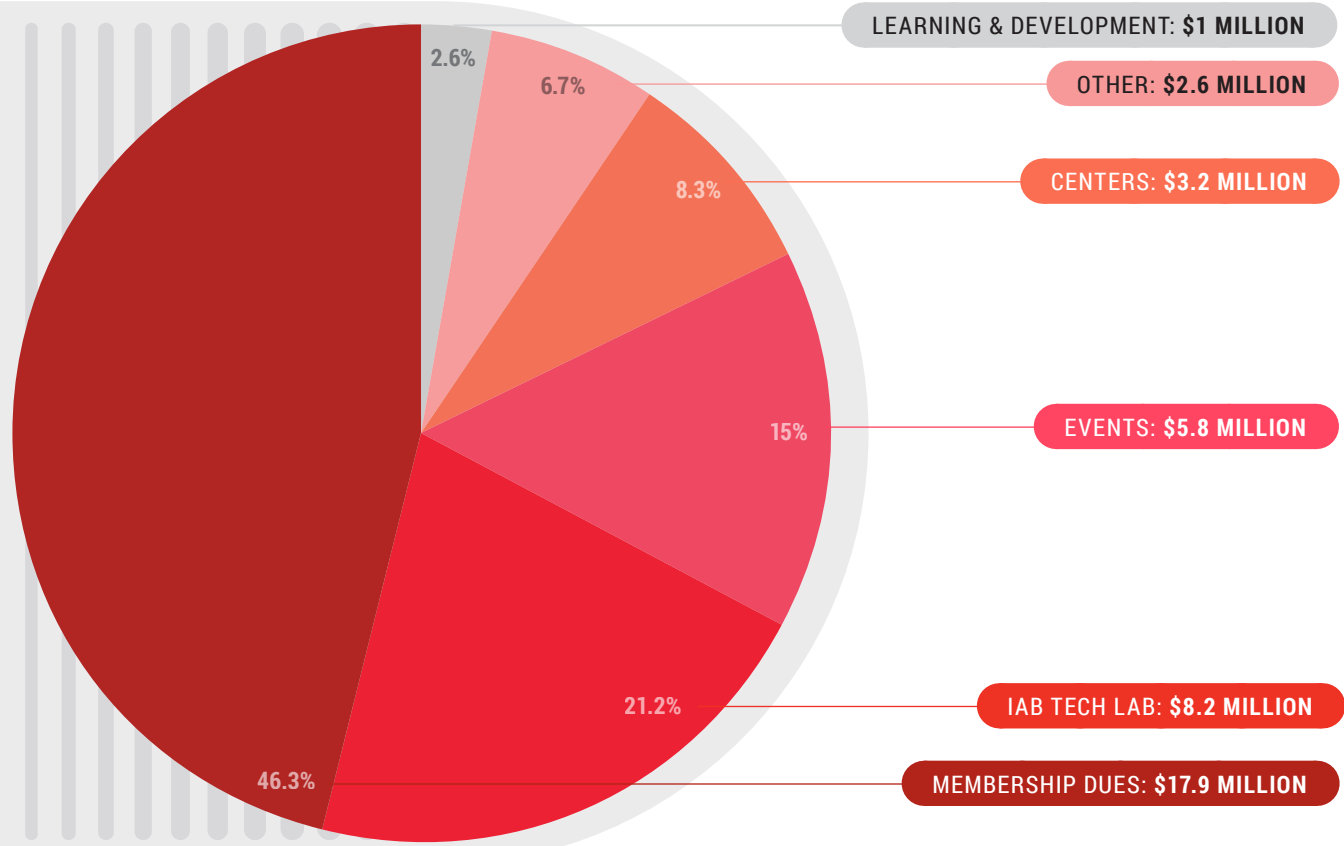
The financial state of IAB started and ended the year strong, allowing us to make investments to continue to fuel industry growth. Despite another year of uncertainty and economic headwinds, IAB was able to support the industry and deliver positive net income. According to unaudited financials, IAB finished 2022 with \$418,000 net income, slightly lower than projected (\$648,000) but not unprecedented in the current economic environment.

Membership dues revenue is projected to be \$17.9 million for 2022, versus \$16.4 million in 2021. The increase in dues revenue has been driven in large part by adding 21 agencies as general members as well as the addition of several retail media networks.

Events at IAB in 2022 are expected to bring in \$5.8 million, higher than budgeted, despite many events being virtual and in-person. This was largely due to the addition of Audience Connect and the Audio Leadership Gathering in the fall.

Learning & Development revenue totaled \$1 million versus \$1.4 million budgeted, slightly softer than expected due to slow certification sales and low demand for Diversity, Equity, and Inclusion (DEI) programs.

IAB REVENUE STREAMS \*



\* Projections based on unaudited 2022 financials



## FINANCIAL KEY INDICATORS FOR 2022

REVENUE	**2022 PROJECTED	2022 BUDGET	\$ VAR	% VAR	2021 ACTUALS	% VAR
MEMBERSHIP DUES	\$ 17,941,902	\$ 16,789,000	\$ 1,152,902	7%	\$ 16,490,102	9%
EVENTS	\$ 5,860,294	\$ 5,490,000	\$ 370,294	7%	\$ 4,984,724	18%
EXPERIENCE CENTER	\$ 875,085	\$ 800,000	\$ 75,085	9%	\$ 787,000	11%
MEDIA CENTER	\$ 1,705,000	\$ 1,680,000	\$ 25,000	1%	\$ 1,545,000	10%
PROGRAMMATIC+DATA CENTER	\$ 627,000	\$ 775,000	\$ (148,000)	-19%	\$ 577,500	9%
LEARNING & DEVELOPMENT	\$ 1,021,064	\$ 1,410,208	\$ (389,144)	-28%	\$ 1,242,381	-18%
*TECH LAB	\$ 8,221,000	\$ 7,536,000	\$ 685,000	9%	\$ 7,224,354	14%
OTHER	\$ 2,629,048	\$ 3,244,130	\$ (615,082)	-19%	\$ 1,278,883	106%
<b>TOTAL REVENUE</b>	<b>\$ 38,880,393</b>	<b>\$ 37,724,338</b>	<b>\$ 1,156,055</b>	<b>3%</b>	<b>\$ 34,129,944</b>	<b>14%</b>
<b>COST OF GOODS SOLD</b>	<b>\$ 5,625,215</b>	<b>\$ 5,407,641</b>	<b>\$ 217,574</b>	<b>4%</b>	<b>\$ 4,009,003</b>	<b>40%</b>
<b>GROSS PROFIT</b>	<b>\$ 33,255,178</b>	<b>\$ 32,316,697</b>	<b>\$ 938,481</b>	<b>3%</b>	<b>\$ 30,120,941</b>	<b>10%</b>
<b>EXPENSES</b>	<b>\$ 32,836,530</b>	<b>\$ 31,668,156</b>	<b>\$ 1,168,374</b>	<b>4%</b>	<b>\$ 26,537,370</b>	<b>24%</b>
<b>NET INCOME</b>	<b>\$ 418,648</b>	<b>\$ 648,541</b>	<b>\$ (229,893)</b>	<b>-35%</b>	<b>\$ 3,583,571</b>	<b>-88%</b>

\* Excluding IAB revenue share

\*\* Projections based on unaudited 2022 financials

The IAB Tech Lab is expected to bring in a healthy \$8.2 million in its seventh year of operation, compared to \$7.2 million in 2021. Tech Lab expenses were up overall as well, related to employee costs and professional fees, but were offset by significant contributions to the Tech Lab's Privacy Enhancing Technologies (PETs) initiative. Other bright spots in 2022 were our centers of excellence which saw several new members join their boards.

Additional ongoing revenue streams in 2022 included initiatives such as sponsored research, member services, international licensing fees, and other fundraising programs. IAB invested these revenues received towards helping member businesses grow and excel. Funding was directed toward producing valuable third-party research and tools for building brands in digital media.

Overall, IAB managed expenses closely in 2022, which are projected to total \$32.8 million. Through careful management of overall expenses and significant savings recognized from attrition, IAB was able to fund the organization's bonus pool at 100% by year end.

IAB remains well positioned for an ambitious and fiscally sound 2023.

## IAB &amp; IAB TECH LAB

## Who We Are

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### About IAB

Interactive Advertising Bureau  
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The **Interactive Advertising Bureau** empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

## iab.TECH LAB

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### IAB Tech Lab Mission

*Engage a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem.*



**iab.**

VISIT [IAB.COM](https://iab.com) FOR MORE