iab.

2012 ANNUAL REPORT

Our members are building new opportunities to produce extraordinary media experiences and powerful connections with consumers. The explosion of our industry—different devices, new forms of interactivity—demonstrates how far digital advertising has grown from the days of static banner ads.

The State of IAB and Our Industry

As an industry and as an association, we have to recognize and seize opportunity wherever we find it, in an environment of constant innovation.

Marketers have embraced mobile and digital video, as well as the entire panoply of interactive platforms to reach consumers in innovative and creative ways, making interactive the second largest advertising medium. Full-year figures for 2012 are not yet available, but in the first three quarters of the year, Internet advertising revenues climbed to a high for the period of $26 billion, up nearly 15 percent from the prior year. Full-year figures for 2011 showed our industry attracted more advertising dollars than cable television, magazines, or newspapers. Digital media are now mainstream media.

With such growth comes great responsibility—and I am pleased to say IAB has risen to the occasion. In February 2012, the White House endorsed the work of the Digital Advertising Alliance, the coalition assembled by IAB, the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's), and several other major trade associations representing the spectrum of the advertising industry, for creating robust self-regulation to protect consumer privacy rights in interactive environments.

Our industry also propels the U.S. economy. A Harvard Business School study commissioned by IAB found the ad-supported Internet ecosystem contributed $530 billion to the U.S. economy and 5.1 million U.S. jobs in 2011.

As an organization, IAB, too, has evolved and grown. With a record $17.8 million in revenue for 2012, we were able to respond more robustly to the needs of the thriving marketplace.

Through the Making Measurement Make Sense (3MS) initiative, co-led by IAB, the ANA, and the 4A's, the industry is near gaining the viewable impression as a new currency standard, answering at last one of the most vexing questions marketers have asked since the dawn of the Internet Era: "What's the right way to measure it?" A chief 2012 accomplishment of the 3MS initiative is the new role taken on by the Media Rating Council to manage the ecosystem-wide process for developing, testing, and institutionalizing measurement standards with regard to the intricacies of digital media. At last, advertisers, agencies, and publishers will collectively be in charge of our own search for truth in measurement.

Creativity, too, now comes standard. In 2012, the first IAB Rising Stars, immersive display ad formats developed for brand marketers, became IAB Standard Ad Units. Mobile Rising Stars and Digital Video Rising Stars are quickly advancing toward this status, too.

We launched IAB Digital Media Sales Certification, the first-ever standard of expertise for digital media sales forces. We have led the mobile industry, with the IAB Mobile Marketing Center of Excellence helping firmly to integrate mobile into the fabric of digital marketing by setting standards and producing actionable insights. The expanded IAB Advertising Technology team introduced breakthrough technology standards, such as the updated IAB Video Suite, to the everyday toolboxes of marketers and publishers.

We facilitated greater understanding between Madison Avenue and Silicon Valley through an exclusive trip to the West Coast for our Agency Advisory Board to meet with luminaries from Facebook, Twitter, Zynga, Flipboard, Klout, Kleiner Perkins Caufield Byers, and Stanford University. Our U.S. leadership collaborated closely with leaders of the global marketplace to advance our countless common goals, culminating in the fall with the IAB Global Summit where digital leaders from 50 companies and 23 of the 39 national IABs met in New York City. Looking back at our accomplishments and those who helped us achieve them, IAB is confirmedly the home base of the diverse digital media ecosystem.

Through IAB, individuals from disparate corners of the supply chain and the globe meet to pursue initiatives unmatched in ambition and influence that serve to unite, simplify, and elevate the digital advertising industry.

IAB would not be this powerful center of operation without the imagination and ambition of our members and staff. I am deeply thankful for their dedication and the opportunity to lead the organization through this momentous year. I am anticipating a 2013 that surprises and delights all of our constituents.

Sincerely,

Randall Rothenberg
President and Chief Executive Officer
Interactive Advertising Bureau

2

Table of Contents

Financial Progress

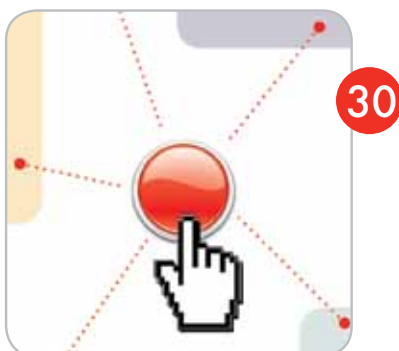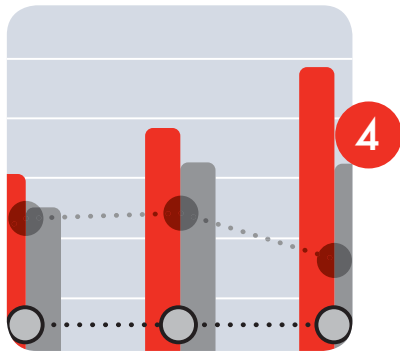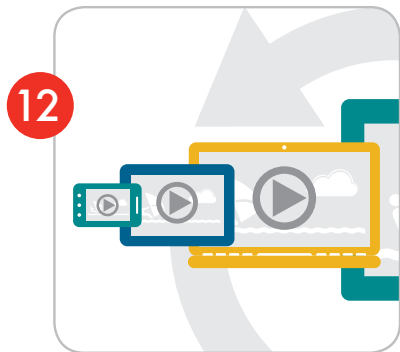Twenty-twelve will be remembered as a record year for both the interactive advertising industry and IAB. As is evidenced by IAB research, interactive media has continued to mature as a multifaceted medium for breakthrough marketing, innovative consumer experiences, and consistent job creation. In 2012, IAB expanded in line with the industry, further extending its support to the ecosystem by investing in a variety of programs crucial to elevating member businesses and the marketplace.

We planned our 2012 budget with prudence, similar to our approach to the 2011 budget. We formed our estimate based on the fortunes of the industry at large and on the value IAB provides its members. We increased our expected income of dues and events revenues, and expenses, accordingly.

Dues revenue came in at an historic high, nearly $1 million over budget through lower than anticipated member attrition and a higher number of new members. Our events business, which attracts a wide variety of top industry experts and sold-out crowds, leveled out after five years of fast-paced growth. We raised additional revenue through initiatives including the production of sponsored research, establishing the Advertising Technology Board and Council, and other fundraising programs. Overall, topline revenue came in at a record of $17.8 million, 9 percent over budget.

IAB invested more in service programs than ever before, dedicating the difference between budgeted revenue and actual revenue to the extensive interests of our membership, and spending more from additional budgets to fund new staff hires, the Making Measurement Make Sense initiative, the Mobile Marketing Center of Excellence's Tap into Mobile initiative, prominence at the Cannes Lions International Festival of Creativity, greater influence on the international landscape, more strides in advertising technology, more research, and support for the burgeoning industry of digital video.

In 2012, IAB responded nimbly to the marketplace, seizing new opportunities to grow and to contribute to the diverse needs of its members. This broadscope responsiveness fortifies the position of IAB as the central meeting ground for the great many influencers of the interactive advertising industry, and empowers IAB to effectively and powerfully advocate for the interests of advertising sellers and the interactive advertising ecosystem itself.

FINANCIAL **KEY INDICATORS** FOR 2012*

('000)

	2012 ACTUAL	2012 BUDGET	VAR FROM BUDGET $	VAR FROM BUDGET %
DUES REVENUE	$ 9,790	$ 8,880	$ 910	10%
EVENTS REVENUE	$ 6,302	$ 6,625	-$ 323	-5%
TOTAL EXPENSES	$ 17,802	$ 16,377	$ 1,425	9%
GAIN (LOSS)	$ 1	$ 0	$ 1	1%

*UNAUTED DATA
NOTE: TOTAL REVENUE = $17.8 MILLION (DUES + EVENTS + OTHER)

IAB **REVENUE** STREAMS

51%
MEMBERSHIP DUES

36% EVENTS

7% OTHER
(INCLUDES SPIDERS &
BOTS LIST, INTERNATIONAL
LICENSING FEES,
PROFESSIONAL
DEVELOPMENT, AD LAB
RENTAL, AS WELL AS OTHER
SOURCES OF REVENUE)

6% IAB MOBILE MARKETING
CENTER OF EXCELLENCE
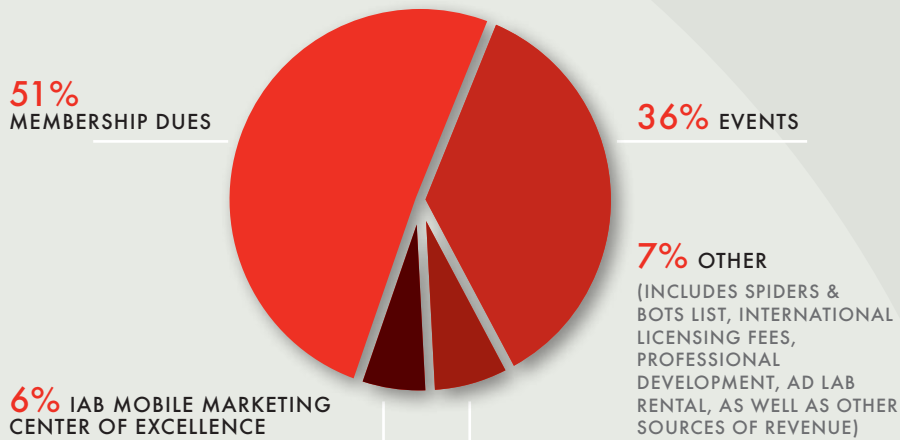
SOUND **FINANCIAL** FOOTING

KEY INDICATORS

('000)

	2007	2008	2009	2010	2011	2012

- **DUES REVENUE**
- **EVENTS REVENUE**
- **CASH BALANCE**
- **SURPLUS**
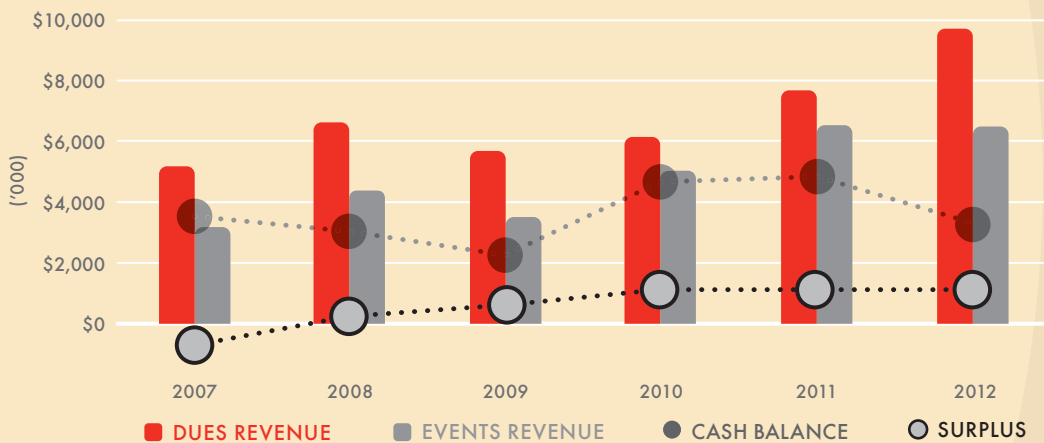
*Revenue growth
allowed IAB to invest
in industry initiatives
and the future of the
marketplace at a time
of rapid change*

5

IAB ANNUAL REPORT **2012**

IAB **MEMBERSHIP** BY TYPE 2009-2012

TOTAL MEMBERS:

Year	General	Associate	Long Tail	Total
2012	269	262	1,124	**1,655**
2011	234	228	523	**985**
2010	222	176	388	**786**
2009	238	133	92	**463**

| 0 | 200 | 400 | 600 | 800 | 1,000 |

- **GENERAL**
- **ASSOCIATE**
- **LONG TAIL**
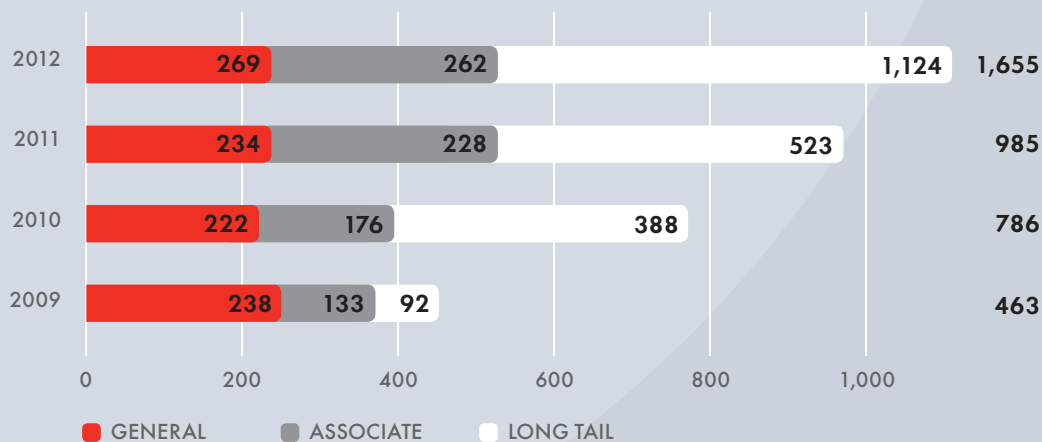
Building Brands for Marketers

At IAB, laser focus is maintained on the advancement of creativity and the impact of interactive advertising on consumers. The MIXX Awards and the Rising Stars programs are central to this vital mission. But many other chief IAB initiatives work in concert to help publishers attract larger investments in brand advertising.

Making Measurement Makes Sense empowers marketers to measure the brand-building performance of online advertising in the same way they do television, print, and out of home. The Ad Technology team is working to make achieving scale easy, so that marketers can focus directly on messaging and creativity. Moreover, IAB efforts that help protect consumer privacy and choice, and standards of practice in the data marketplace, also contribute to making the internet a safer place for brands and consumers to interact.

MIXX AWARDS

To mark the year's greatest advancements in the evolution of creativity and impact in the interactive advertising industry, and to celebrate the brilliant minds behind them, IAB held the 8th Annual MIXX Awards. It is the only interactive awards competition judged by an all-star panel of advertising agency executives who create campaigns for the world's most powerful brands, marketers with direct control over many of the largest advertising budgets in the world, and leaders of major media companies. To guide the judges' debate, Nick Law, Executive Vice President, Global Chief Creative Officer, R/GA, served as the first-ever chair of the judging panel. In another first, the Display Rising Star ad units made their debut in the competition through the new IAB Standard Rich Media

Display Ad category. The program's prestigious award, Best in Show, was presented to Sherwin-Williams and McKinney for "Chip It!," a campaign that lets consumers turn any image into an pallet of Sherwin-Williams paint colors.

IAB RISING STARS

More than 80 percent of the display ads that are bought and sold are IAB standard ad formats. In 2010, IAB revolutionized its approach to defining the Universal Ad Package by an initiative called Rising Stars. This program solicits new brand-friendly advertising canvases from agency creatives themselves, as well as from publishers and others. The formats are then judged by an esteemed panel of agency thought leaders, checked for workability by a subset of the IAB Advertising Operations Council, and put into the marketplace for testing. Selection criteria include expected positive impact on user experiences, effectiveness in building-brands, and easy marketplace adoption. After the in-market testing, the successful ad units are incorporated into the IAB Standard Ad Unit Portfolio.

DISPLAY RISING STARS

In February 2012, the winners of the first IAB Rising Stars were admitted into the IAB Standard Ad Unit Portfolio. These six Display Rising Stars are now common currency in agency plans, broadly supported by publishers and all major rich media providers. In-market effectiveness research comparing Rising Stars to legacy standard ad units demonstrated the power of the new formats. Two new IAB metrics were used in the study: Universal Interaction Rate, and Universal Interaction Time. The new units outperformed legacy IAB standards by 246% in Universal

2012 IAB MIXX Awards Best in Show,
Sherwin-Williams and McKinney for "Chip It!"

Interaction Rate and 49% in Universal Interaction Time. In addition, Rising Stars have been implemented globally. For more information on global adoption, please see page 21.

MOBILE RISING STARS

In 2012, the Mobile Rising Stars program drove richer brand marketing across smartphones, tablets, and other devices. At the Annual Leadership Meeting that February, five winning Mobile Rising Stars ad concepts were unveiled, selected from a pool of 60 submissions. These formats work across all major mobile platforms and allow ad buys at the same scale and scope as typical online display buys. By July, when IAB officially released the technical specifications of the winners for public comment, hundreds of marketers and publishers had already implemented these ad units. Those formats that excel in-market will be incorporated as IAB Standard Ad Units in 2013. For more information about Mobile Rising Stars, please see page 16.

DIGITAL VIDEO RISING STARS

With consumers increasingly captivated by digital video programming, IAB kicked off a Rising Stars competition devoted to this medium. By year's end, seven dozen entries had undergone review by technical experts and executives from 36 companies representing over 80% of the buy-side volume of the U.S. media marketplace. The winning formats will be announced in 2013.
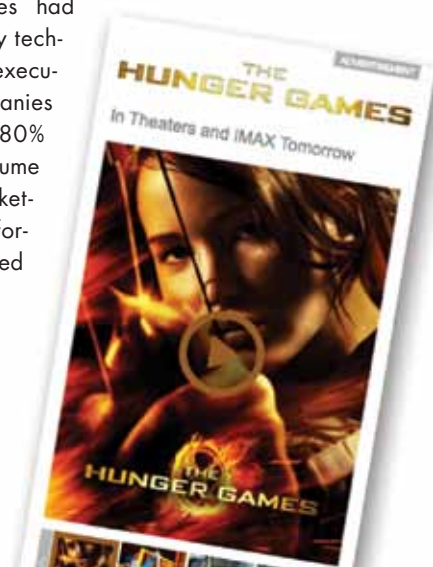
2012 IAB MIXX Awards Gold Winner for IAB Standard Rich Media Display Ad, Lionsgate and AOL for "The Hunger Games" — IAB Portrait

AGENCY RELATIONSHIPS SPOTLIGHT

Agencies are at the heart of the union among marketers, publishers, and consumers. IAB has nurtured relationships with agencies since its inception and in 2012 leaned further forward forging new launching points for collaboration and growth.

PRESENTING OPPORTUNITY ONE AGENCY AT A TIME

Mutually beneficial relationships are built when two parties understand how they can help each other. Between November 2011 and December 2012, IAB executives visited 28 agencies to communicate the tools and professional opportunities IAB currently has to offer them and to learn what the agencies need from IAB. In total, IAB met with more than 650 team members in person and 10,000 agency staffers via streaming video.

CONNECTING MADISON AVENUE WITH SILICON VALLEY

Innovations in advertising beget innovative digital products, and vice versa. In July, IAB facilitated a historic, in-person sharing of ideas between the IAB Agency Advisory Board and thought leaders at Facebook, Twitter, Zynga, Flipboard, Klout, Kleiner Perkins Caufield Byers, and Stanford University.

Brad Brinegar shares insights during a Silicon Valley meeting

IAB AGENCY ADVISORY BOARD

Julie Atherton, Former Global Digital Leader, WPP-Team, Colgate

Lars Bastholm, Chief Creative Officer, Cheil USA

Tom Bedecarré, Chief Executive Officer, AKQA

Jeff Benjamin, Chief Creative Officer, JWT

Conor Brady, Global Creative Director, HUGE

Brad Brinegar, Chief Executive Officer and Chairman, McKinney, and IAB Agency Advisory Board Founding Chair

Emma Cookson, Chairman, BBH New York

Colleen DeCourcy, Co-Global Executive Creative Director, Wieden+Kennedy

Brian DiLorenzo, Executive Vice President, Chief of Production, McCann NY

Maria Luisa Francoli, Former Global Chief Executive Officer, MPG

Quentin George, Chief Digital Officer, Mediabrands

Christian Haas, Executive Creative Director, Goodby Silverstein & Partners

Nick Law, Executive Vice President, Global Chief Creative Officer, R/GA

Michael Lebowitz, Founder and Chief Executive Officer, Big Spaceship, and IAB Agency Advisory Board Chair

Jean-Philippe Maheu, Chief Executive Officer, Bluefin Labs

Ty Montague, Founder and Co-Chief Executive Officer, co:collective

Janet Northen, Partner, Executive Vice President, Director, Agency Communications, McKinney

Benjamin Palmer , Chief Executive Officer and Co-Founder, Barbarian Group

PJ Pereira, Chief Creative Officer and Co-Founder, Pereira & O'Dell

David Sable, Global Chief Executive Officer, Y&R

Sarah Thompson, President, Droga5

Johnny Vulkan, Partner, Anomaly

Steve Wax, Co-Founder, Ladies & Gentlemen

Bryan Wiener, President, 360i

Making Measurement Make Sense

With ease and speed, consumers seamlessly interact with advertising across devices and platforms. The Making Measurement Make Sense (3MS) initiative helps marketers and advertisers follow suit by evolving the way media is bought and sold to increase efficiency, value, and understanding. This ecosystem-wide undertaking, founded by IAB, the 4A's, and the ANA and advised by senior executives across many disciplines, proposed standards to enhance the evaluation of digital media and facilitate cross- media platform comparisons for brand marketing.

In 2012, the founders and advisors of 3MS accomplished one of the primary goals of the initiative, to create or to identify an entity separate from the trade associations to establish and manage an ecosystem-wide process for developing, testing, and institutionalizing measurement standards, with specific regard to the intricacies of interactive media and to transactions or currency. The Media Rating

Council (MRC), an organization long known for ensuring media audience measurements that meet necessary methodological and quality standards, has taken on this key role. For decades the MRC, originally formed at the behest of Congress, has been the institution looking out for the fairness, quality, and precision of tools and currencies for all media and has been setting standards. Today, the digital marketplace has created

MAKING MEASUREMENT MAKE SENSE
FIVE-PART DIGITAL MARKETING MEASUREMENT SOLUTION

FACILITATE CROSS-PLATFORM COMPARISON

DEFINE IMPRESSION	Shift from a "served" to a **"viewable" impression standard**. Develop an **exposure duration** metric
ESTABLISH CURRENCY	Introduce an online **Gross Ratings Point (GRP)** metric, providing reach and frequency reporting of viewable impressions
STANDARD CLASSIFICATION OF AD UNITS	Implement **classification system** and **taxonomy** for banner, rich media, and streaming video ads
BRAND AD PERFORMANCE METRICS	Define **standard** and **transparent** metrics for **view–through** reporting and cumulative **social activity**
BRAND ATTITUDINAL MEASURES	Establish standards and vendor accreditation to improve **methodology for digital brand attitudinal studies**

3MS is an ecosystem-wide initiative to define digital media currencies and the core metrics for planning, buying, and evaluating brand advertising

a need for the MRC to also address how transactional standards are developed and set for interactive media.

MAKING IMPRESSIONS SERVED AND SEEN

Advertisers expect consumers to actually have the opportunity to see the ads they buy—an expectation that has long been the operating standard of marketing and media. The "viewable impression," a new standard of measure that increases comparability with other media and overall confidence in digital media transactions, is interactive's answer to this expectation. And, it's the foundational goal of the initiative's five-part digital marketing measurement solution.

First proposed as a key guiding principle in June 2011, the viewable impression has grown from concept to an imminent marketplace reality. In November, the MRC released results of large-scale pilot tests that indicated the proposed standard, 50 percent of pixels in view for a minimum of one second, is on target for most ad units—but that there are outstanding challenges to be resolved before finalizing the viewable impression as a new advertising currency. The SafeFrame program, led by the IAB, ensures that ad impressions can be measured for viewability. It is expected to eliminate many of the existing challenges. For more information on SafeFrame, please see page 12.

INTERACTING WITH THE MARKETPLACE

The results of 3MS will impact and alter the entire interactive advertising ecosystem. To maintain an informed marketplace, the supporting associations developed key communications in 2012.

- In July, MeasurementNow.net, the online home for 3MS, came to life. Visitors to this website can learn more about initiative including its benefits for key types of industry participants, its timeline, and its objectives

- On July 25, initiative leaders from the collaborating organizations provided a live, web-based update for more than 450 participants, showing the cross-industry desire for more knowledge on this topic. This webinar is available at MeasurementNow.net

3MS BLUE RIBBON TASK FORCE

These executives have been part of the steering committee for the Making Measurement Make Sense initiative.

Paul Caine, Executive Vice President, Chief Revenue Officer, Time Inc.

Martin Cass, President, Carat USA

Wendy Clark, Senior Vice President, Integrated Marketing Communications and Capabilities, Coca-Cola

Lisa Cochrane, Senior Vice President, Marketing, Allstate

Henrique De Castro, Chief Operating Officer, Yahoo!

Marie Devlin, Senior Vice President, Global Advertising, Media, and Sponsorships, American Express

David Friedman, Marketing Chief, Sears

Scott Hagedorn, Chief Executive Officer, Omnicom PHD

Jackie Kelly, Global Chief Executive Officer, Universal McCann

John Kennedy, Vice President Corporate Marketing, IBM

Jason Kint, Senior Vice President, CBS Interactive

Jack Klues, Managing Partner, VivaKi

Bill Koenigsberg, Vice President, President, Chief Executive Officer and Founder, Horizon Media

Esther Lee, Senior Vice President, AT&T

Deborah Meyer, Chief Marketing Officer, Pulte Homes

Shubu Mitra, Director, Connection Planning Effectiveness and Productivity, Coca-Cola

John Montgomery, Chief Operating Officer, GroupM Interaction, USA GroupM

Peter Naylor, Executive Vice President, Advertising Sales, NBC Universal

Greg Osberg, Publisher and Chief Executive Officer, Philadelphia Media Network

Wayne Powers, Senior Vice President North America Sales, Yahoo!

Barry Salzman, Managing Director Media and Platforms, Americas, Google

Bryan Wiener, Chief Executive Officer, 360i

Influencing Public Policy

Legislative and regulatory policies are being formed and updated to address issues involving digital and mobile media. The IAB public policy team is on the ground advocating for interactive advertising during this critical time. The interactive advertising ecosystem is responsible for more than 5 million jobs in the U.S., and it supports the maintenance and growth of the revolutionary communications tool that is the internet. To continue the ascendancy of the industry, consumer choice and consumer privacy must be protected without restraining the opportunity for innovation and expansion. For information on public policy initiatives specifically targeting the mobile marketing industry, please see page 16.

ENDORSEMENT FROM THE WHITE HOUSE

In early 2012, the Obama administration endorsed the work of the IAB and Digital Advertising Alliance (DAA), in creating robust self-regulation to protect consumer privacy rights and expectations in the advertising-supported internet. Below is an excerpt from IAB President and Chief Executive Officer Randall Rothenberg's response on February 23, 2012:

"When the IAB, ANA, 4A's, and DMA came together four-and-a-half years ago to form what is now the Digital Advertising Alliance, we built our coalition on one big idea: Without trust, there would be no internet advertising, and without internet advertising, this great engine of economic growth and cultural diversity would likely turn into little more than an interesting curiosity. Joined subsequently by the American Advertising Federation, Network Advertising Initiative, and the Council of Better Business Bureaus, we determined to build a meaningful self-regulatory mechanism that could be quick, flexible, and assertive—a program that could assure consumers that their privacy rights and expectations would be met by the major publishers, marketers, and agencies deploying advertising in digital media. This is also a program that gives businesses clear ground rules, educates consumers how to protect themselves while taking advantage of interactive media's powerful capabilities, and will promote continual innovation.

We thank the Administration for supporting the power of business self-regulation. But most of all, we thank the members of the DAA and their constituencies, who are proving again that consumers ARE the economy, and that doing right by consumers will promote economic growth."

CONTINUING TO EDUCATE AND EMPOWER CONSUMERS

Consumers' freedom of choice in the management of their privacy and internet experience hinges on the freedom of access to information. That is the bedrock philosophy of the DAA's Self-Regulatory Program for Online Behavioral Advertising, a mandate for all IAB members under the IAB Member Code of Conduct. The principles of this program come to life most visibly through the Advertising Option icon. By clicking the icon, adjacent to behaviorally targeted advertising of participating companies, consumers can learn more about how their data is collected and used, and how they may easily opt-out from behaviorally targeted advertising. More than 1 trillion Advertising Option icons are delivered to U.S. consumers each month. More than 350 major companies license the icon, a figure that rises to more than 3,000 companies when smaller publishers are included.

IAB has also steadfastly supported the DAA and its "Your AdChoices" consumer education campaign. Building upon IAB's "Privacy Matters" campaign two years ago, this new industry effort explains the benefits of online marketing communications and offers solutions for legitimate privacy concerns. The campaign was developed by MRM, a McCann Worldgroup company. In 2012, IAB secured more than 2 billion impressions for this pro bono promo-

^

DAA received accolades from the White House, as the administration released this report on consumer data privacy

tional effort from members, plus Google donated a generous search component. In addition, ADTECH/AOL served as the pro bono campaign ad server, and UM provided support as the pro bono campaign media planner. In total, IAB members delivered 4.2 billion impressions of the campaign.

PROTECTING CONSUMER CHOICE

IAB supports consumers' freedom of choice with unwavering consistency. In 2012, consumer-control over internet ad experiences was threatened through the way browsers handle "do-not-track" settings and standards. In the Summer, IAB represented industry interests at a meeting of the World Wide Web Consortium's (W3C) Tracking Protection Working Group in Amsterdam. The W3C is attempting to develop a global standard for the way "do-not-track" requests will be recognized by browsers. In addition, IAB leadership issued its full support for the DAA's position against machine-driven "do-not-track" browser standards because these browser-specific and automatically functioning systems inhibit consumers' ability to manage their privacy settings.

ADVOCATING FOR SMALL BUSINESSES

In June, 44 ad-supported small publishers from 18 states joined IAB at the Capitol for the fourth annual Long Tail Alliance Fly-In. They met with seven Senate offices and 32 House offices including Members of key Committees such as the Senate Commerce Committee and the House Energy and Commerce Committee to discuss the changes and concerns facing online entrepreneurs and the negative impact that legislation and regulations may have on their livelihoods and businesses. Attendees also took part in IAB training sessions and presentations tailored to their business interests. Small publishers play an increasingly prominent role at IAB. Long Tail membership grew to 1,128 members in 2012.

SUSTAINING SUPPORT ON CAPITOL HILL

Over the 2012 election cycle, IAB continued to engage with leaders in Washington to advance the interests of the interactive advertising industry. The IAB Political Action Committee (PAC) made campaign contributions to candidates who won all five of their Senate races and seven out of nine races for seats in the House. Overall, 92 percent of IAB PAC spending went to candidates who won their races in this cycle. In addition, for the first time, IAB represented the interactive advertising industry at both the Republican National Convention, in Tampa, and the Democratic National Convention, in Charlotte.

IAB's first political cartoon supporting member interests regarding COPPA

FOSTERING UNDERSTANDING IN CONGRESS

Several proposals are being considered in the U.S. Congress that would restrict the industry's ability to collect and use data for even the most basic business operations in online and mobile platforms. In March, Mike Zaneis, IAB Senior Vice President of Public Policy & General Counsel, testified before the House Committee on Energy and Commerce at a hearing entitled "Balancing Privacy and Innovation: Does the President's Proposal Tip the Scale?" about the potential for harm if these proposals advance.

DRAWING ATTENTION TO CHILDREN'S PRIVACY PROTECTION

IAB worked with Federal Trade Commission regulators throughout the year to provide input into the FTC's overhaul of the Children's Online Privacy Protection Act (COPPA), a decade-old rule governing children's privacy online. Given the explosion of new technology avenues for children to access content, IAB engaged with FTC regulators to educate them about the various online protections already available to children, and the ways in which IAB members are already engaged in innovative ways to safeguard children online. To this end, IAB produced its first-ever political cartoon, which received positive reception by membership and the press.

Participants at the Long Tail Alliance Fly-In unite in Washington, D.C.

Making Technology Work *For* the Industry

For the interactive advertising industry, innovation is constant, as is the need to conduct business simply, efficiently, and with consistency. In 2012, the IAB Advertising Technology team harmonized these practical realities by developing systems and standards that make it easier for marketers to successfully take advantage of even the most cutting-edge digital advertising technologies.

### ENABLING THE VIEWABLE IMPRESSION

The SafeFrame initiative launched in 2012 to safely increase the transparency and richness of interaction between a web page and embedded, third-party content, whether it be advertisements, widgets, or other externally-provided resources. It also provides mechanisms for determining if served ads meet the standards for viewability proposed by the Making Measurement Make Sense initiative. The viewable impression is the foundation of this vital industry program, detailed on page 9, and cross-domain iFrames are the primary reason viewability cannot always be measured; SafeFrame is expected to eliminate many of these challenges. The SafeFrame 1.0 public comment period ended in December and the IAB Technology Council plans to release a final version in 2013.

BUILDING THE DIGITAL VIDEO INDUSTRY ACROSS DEVICES

Historically, complexities resulting from the fragmentation of the online video marketplace artificially limited the growth and reach of digital video content and advertising. The IAB Video Suite, the first comprehensive update to the IAB in-stream video advertising standards since 2008, provides new and revised technical standards to help advertisers and publishers more easily deliver rich, advanced, and engaging digital videos to large audiences—across the various devices and players used by compliant publishers.

THE UPDATE INCLUDES:

- Critical revisions to the Video Ad Serving Template (VAST), which enables compliant video players to display ads from any compliant video ad server

- Critical revisions to the Video Player-Ad API Definition (VPAID), which sets interoperability standards for rich interactive and other leading-edge forms of video advertising

- Introduction of the Video Multi-Ad Playlist (VMAP), which allows content owners to describe where advertising breaks should be placed in their content
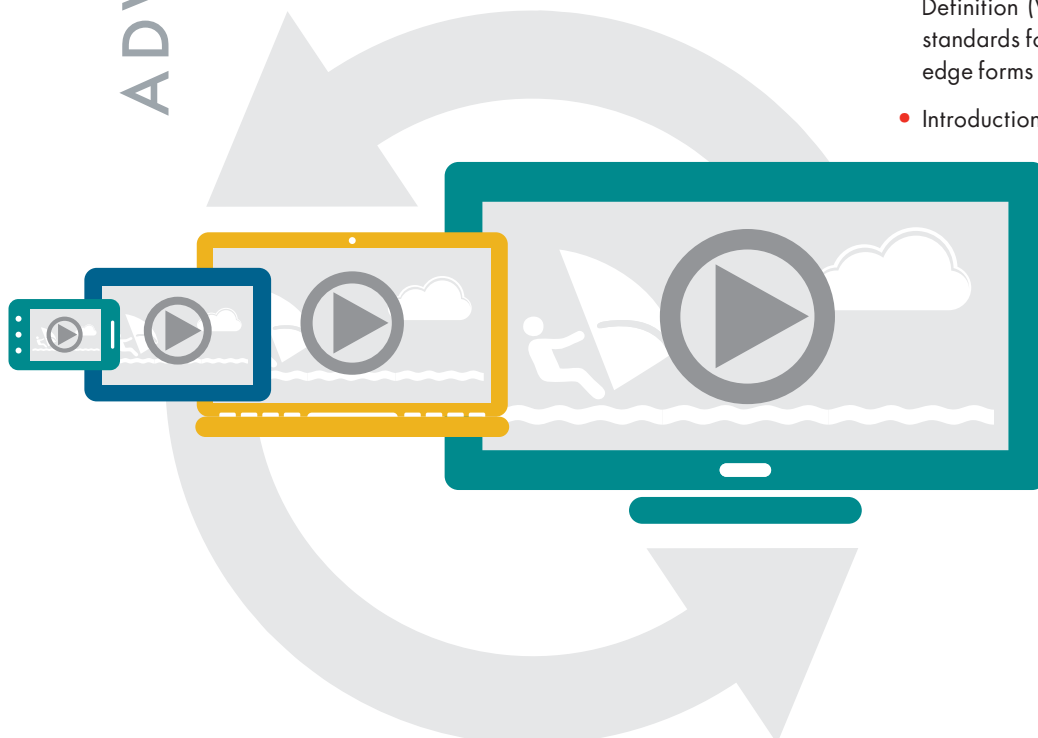
The IAB Video Suite enables marketers deliver video advertising across devices and platforms

ESTABLISHING A WIDE-SCALE BRAND SAFETY PROGRAM

The internet's inherent openness and its atmosphere of constant expansion and change makes it in some ways an eternal Wild West. In 2011, the IAB Networks and Exchange Committee launched the Quality Assurance Guidelines compliance program to assure customers of ad networks and exchanges that their ads will not appear next to inappropriate content. In 2012, the program expanded to include marketers, agencies, DSPs, SSPs, and trading desks. The goal is to establish greater marketplace trust on all sides, while protecting the dynamic nature of digital media.

SIMPLIFYING "PAPERWORK"

Given the great volume of interactive advertising transactions, inaccuracies and inefficiencies in the paperwork required for buying and selling is a costly issue. In 2012, IAB completed the foundational work for a Digital Advertising Invoice, working with buyers and sellers to establish standard content for this key type of document. This initiative is an outgrowth of the long-standing eBusiness Initiative, which developed a system for the automated and electronic delivery of documents such as RFPs and insertion orders.

ADOPTING FEWER IMPRESSION DISCREPANCIES

Resolving impression and click-count discrepancies between agency ad servers and publisher ad servers is a time-consuming, painstaking task. These discrepancies often lead to billing disputes that result in late payments. The Impression Exchange Solution lessens this issue by helping publishers and advertisers detect and resolve discrepancies early in a campaign's lifecycle, allowing campaigns to end with reconciled impressions and click counts. In 2012, two of the largest industry participants, Microsoft and Google, agreed to work together toward implementation, with Microsoft representing the buyer and Google representing the seller.

ADDITIONAL 2012 ACCOMPLISHMENTS

OpenRTB is a program aimed at encouraging growth in the real-time bidding (RTB) marketplace by providing industry standards for communication between buyers and sellers. Real-time bidding allows advertisers and publishers to use technology to buy and sell high volumes of targeted advertising in an automated manner. OpenRTB 2.1 was finalized at the end of 2012, and work has already begun on the next update.

Guidelines for the Conduct Ad Verification ensure a common set of methods and practices for ad verification; in 2012, the finalized standard was released. This initiative, developed in conjunction with the Media Rating Council, ensures publishers and marketers, who rely on verification service providers to confirm that campaigns were delivered as expected, can be audited against a transparent standard.

Digital Advertising Workflow Best Practices is an ambitious, new initiative to update and expand the 2008 Campaign Best Practices Guidelines with the goal of improving operational efficiency and transparency in an increasingly intricate ecosystem. The resulting document would provide an accurate description of the complex process involved in executing a digital advertising campaign and best-practice guidelines for workflow.

> *The SafeFrame initiative provides a variety of considerable advantages to the industry*

ENTER SAFEFRAME

SafeFrame provides a **single, unified mechanism** for different advertisers and ad networks to deliver rich advertising on a publisher website in a way that allows for consumer protection, publisher control, and rich interaction.

SAFEFRAME (IFRAME) AD

PUBLISHER WEBSITE

PUBLISHER CONTROLLED PUBLIC DATA

SAFEFRAME CODE

A WHOLE BUNCH OF ADVERTISERS

As with **Pub-Side Files**, publishers deploy a library of JavaScript code on their end, execpt the code is deployed and hosted on a separate, secondary domain that the publisher defines and controls. Ads materialize on the secondary domain first, and are then brought into the publisher website via an IFRAME.

MEASURABLE VIEWABILITY

SafeFrame offers mechanisms to support the ability to measure whether or not impressions are viewable. Viewable impressions are the foundational element of **Making Measurement Make Sense (3MS)**, a cross-ecosystem initiative to propose new industry standard metrics and advertising "currency" that will enhance evaluation of digital media and facilitate cross-platform comparison for brand marketing.

MONEY SAVED + MONEY EARNED

SafeFrame saves **advertisers** money by allowing for standardized ad code that can be deployed across multiple publisher networks.

SafeFrame not only saves **publishers** money by reducing maintenance and implementation costs, but they also **increase earnings** by enabling rich media advertising in placements that would typically require IFRAME-like security.

Guiding the Data Marketplace

No two words capture the challenges and opportunities generated by the complexity of the digital age as succinctly and powerfully as "Big Data." For marketers and publishers, large volumes of data hold the key to unlocking the fundamental goal of sending the right message to the right person at the right time.

Information about user activity—data—is what makes targeted and personalized brand messaging possible. But there are also great challenges that come along with this powerful information, in terms of protecting consumer privacy (discussed on page 10), issues in site performance, data control and management, and marketplace intricacy. IAB strives to enable revenue growth through the establishment of quality, transparency, accountability, and consumer protection in data usage.

SHARING DATA ABOUT DATA DRIVEN ADVERTISING

The industry supporting data-driven advertising evolves so rapidly, it can be difficult to keep abreast of the latest and greatest innovations.

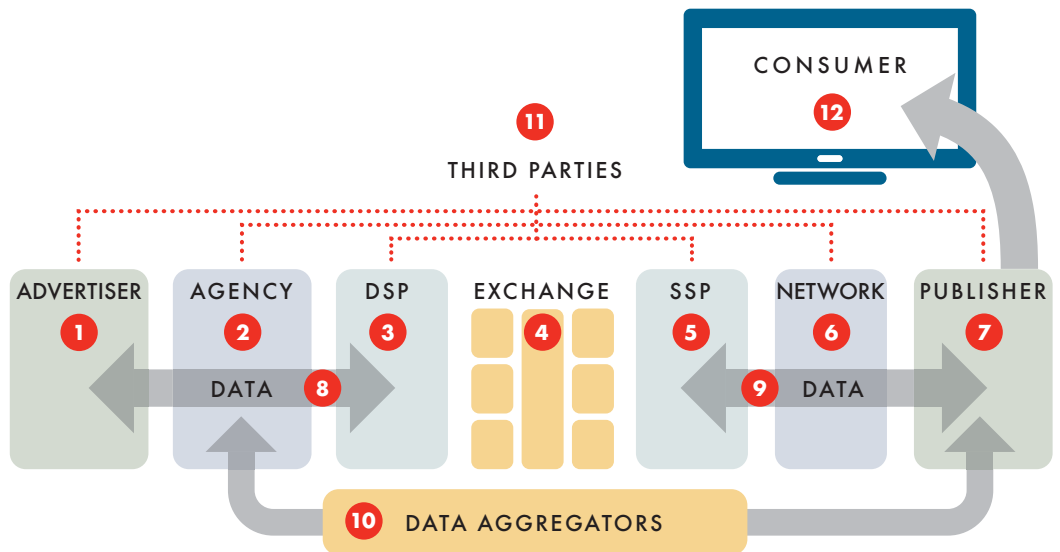To help serve this need, IAB realized two major educational initiatives:

- Data Driven Advertising, a web site designed to be the definitive resource for advertising professionals on how data is used to serve ads to consumers

- Data Demystification Day and Tour, an event series launched by the IAB Data Council and the Winterberry Group during Internet Week in the IAB Ad Lab, to teach the basics of data-driven advertising. It was continued on the West Coast, hosted at Microsoft and Rubicon

PROTECTING DATA AND USER EXPERIENCE THROUGH TAGS

"Tagging" has evolved into a large and complex ecosystem, providing publishers and advertisers with massive benefits and insights, as well as technical and operational challenges. In advertising, tags make calls to ad servers and transfer information between parties to tailor an experience to the user. The increase in tags can cause the unintentional transfer of data, poor site performance, and consumer privacy to be put at risk. At the end of 2012, IAB released for public comment Site Tagging Best Practices, a set of detailed recommendations aiming to improve workflow procedures, protect page performance, and data control.

14

> *This simplified view of the ecosystem accounts for typical roles played by data users*

CONSUMER

12

11

THIRD PARTIES

ADVERTISER	AGENCY	DSP	EXCHANGE	SSP	NETWORK	PUBLISHER
1	2	3	4	5	6	7

DATA 8

9 DATA

10 DATA AGGREGATORS

ENCOURAGING ACCURATE ATTRIBUTION OF VALUE

Campaign performance and publisher compensation has long been based on a last-click model of measurement and valuation—wherever a user last clicked to go to the advertiser's site earned all of the credit. But many campaign elements can influence user actions and contribute to campaign goals. Recent advances in data processing and analytic capabilities now make accurate assessment of the effectiveness possible, but have also brought confusion to the marketplace. To bring transparency and efficiency to the attribution landscape, IAB released two documents:

- "Digital Attribution Comes of Age" analyzes the drivers of the shift toward advanced methods of attributing modeling. Key trend identified: As media buyers become confident in their attribution models, they will more frequently demand that publishers sign on to this compensation structure—or find themselves on the outside of media deals

- "The IAB Digital Attribution Primer" explains the prevalent attribution models in use and clarifies the distinction between attribution and traditional media mix modeling

SHOWCASING EMERGING APPROACHES OF DATA USE

There is a plethora of new data sources, targeted technologies, and advertising delivery platforms that enable marketers to amass great intelligence about their audiences, but great challenges inhibit turning this raw data into action. "From Information to Audiences: The Emerging Marketing Data Use Cases," a white paper by IAB, reveals new practices in data aggregation, management, and deployment, and spotlights the barriers to widespread adoption.

EDUCATING ABOUT "BIG DATA" AND THE PROMISE OF DMPS

Data Management Platforms, technology tools that normalize disparate data sets so marketers can better understand and utilize data from multiple sources, could very well serve as a principal technology solution for the entire digital advertising landscape. IAB and Winterberry Group discovered this insight through a survey of 150 industry leaders, and published a white paper entitled "The Data Management Platform: Foundation for Right-Time Consumer Engagement". The information uncovered in this report can help the industry more fully understand how DMPs can act as a powerful dashboard helping to unlock the opportunities afforded by the proliferation of data.

Understand data driven advertising at IAB.net/data

15

THE 2012 PRESIDENTIAL ELECTION SPOTLIGHT

In this election year, interactive advertising enjoyed endorsement from the highest and most influential echelons. IAB uncovered the advertising teams—behind the campaigns for president and candidates of other national political elections—who are using digital media like never before to build their brands in rapid time and influence the vote.

The "Elections 2012 and Political Ad Spend Survey", conducted by IAB in collaboration with *Campaigns & Elections Magazine*, captured the perspectives of political strategists and consultants. The respondents stated the most beneficial attributes of digital advertising are its targeting capabilities, immediacy of response to negative attacks, and the ability to have a conversation with voters through social media.

The "Election 2012: Big Data Delivers on Campaign Promise" white paper by the IAB Data Council, conducted independently of the survey, revealed findings very much in concert with it. Microtargeting has become the predominant means of delivering political messages online, and campaigns used it to raise money, persuade undecided voters, and get out the vote.

On stage at IAB cornerstone events, political and digital thought leaders including Chris Hughes Co-Founder, Facebook, and Editor-in-Chief, The *New Republic*; David Plotz, Editor, Slate; and Joe Lichtenberg, Vice President, Edge Computing, Mirror Image Internet, among others, discussed the role of technology in politics.

Chris Hughes, Co-Founder, Facebook, and Editor-in-Chief, The New Republic, speaks on "How the Internet Will Decide the Presidency" at MIXX

"When the races are this thin, all of the advertising, the internet, the digital work that's being done, will absolutely matter and decide a lot of these races," Hughes said.

IAB Mobile Marketing Center of Excellence

Since its launch in December 2010, the IAB Mobile Marketing Center of Excellence has been nurturing the immediate and long-term growth of this burgeoning industry sector, as it becomes firmly rooted in the interactive advertising ecosystem. The Mobile Center is an independently funded and staffed unit inside IAB.

ADVOCATING FOR MOBILE IN D.C.

Just as mobile media consumption is a behavior not confined to a specific device, lawmakers regulate based on mobile media activities, not expressly on smartphones, tablets, or laptops. Consumer privacy, for example, is a cardinal priority for IAB as well as legislators and regulators across any and all digital media. Mobile technology, however, does present marketers and policymakers with distinct attributes, such as location-awareness and apps, to manage. In 2012, IAB assigned Sarah Hudgins, IAB Director of Public Policy, to dedicate her efforts to mobile policy in order to advance the interests of mobile users, marketers, and publishers in Washington, D.C.

more information about the DAA and the self-regulatory program, please see page 10.

CRUSADING FOR BALANCED LEGISLATION AND REGULATION

IAB took action on Capitol Hill in response to targeted legislative and regulatory measures that would affect the performance of the mobile marketing and publishing marketplace. Below are two examples of this activity.

The Location Privacy Protection Act is a bill sponsored by Sen. Al Franken (D-MN) that would require consumer consent for the collection of location data, subject to criminal penalty. Regarding this legislation, IAB performed outreach to key legislative staff
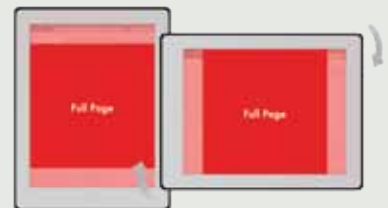
> **IAB Mobile & Tablet Rising Stars**
> *IAB Mobile & Tablet Rising Stars are designed to discover and capture the industry's best mobile ad products and make them IAB standard ad formats*

IAB MOBILE ADHESION BANNER

IAB MOBILE FULL PAGE FLEX

EXPANDING SELF-REGULATION

The celebrated self-regulatory program administered by the Digital Advertising Alliance (DAA) and endorsed by the Obama Administration is expanding to include two mobile-specific matters: the collection of cross-app data and precise location data. The cross-app data update will govern third-party collection of consumer information across multiple apps; the precise location data addition will direct when marketers and publishers must request consumer permission to access their precise location. The DAA Mobile Task Force and the IAB Mobile Center is expected to release the Mobile Principles in early 2013. For

and wrote a letter that outlined its harmful impact on innovative and responsible companies. This letter was read before the Senate Judiciary Committee by Ranking Member Charles Grassley (R-IA).

In May, the Federal Communications Commission requested comments from the public regarding the update of the Privacy and Security of Information on Mobile Devices, a five-year-old document regarding carrier and third-party access to information collected and stored on mobile devices. IAB submitted comments urging the Commission to set the stage for freedom of innovation and growth of the mobile marketing ecosystem.

BUILDING UNDERSTANDING BETWEEN INDUSTRY AND WASHINGTON LEADERS

At the fourth annual IAB Mobile Marketplace in New York City, Robert McDowell, Commissioner, Federal Communications Commission, took to the stage for a fireside chat about wireless spectrum availability with Kevin Conroy, President, Univision Interactive Media.

In 2012, the IAB Mobile Center held its first annual Washington, D.C. Fly-In. The event empowers influential members of the mobile marketing industry to communicate how their businesses will be affected by pending legislation and regulation directly to those who produce it. The inaugural event included meetings with four members of Congress and two Federal Trade Commission staff members.

IAB MOBILE CENTER PRINCIPALS EVANGELIZED AT EVENTS

IAB increased mobile policy visibility with speaking engagements and publicity at more than 11 events and conferences. Highlights include:

- The Federal Trade Commission's Public Workshop: "In Short, Advertising & Privacy Disclosures in a Digital World"

- The Congressional Internet Caucus Advisory Committee's Annual "State of The Mobile Net Conference" on Capitol Hill

IAB MOBILE RISING STARS

This program propels richer brand marketing across devices by introducing new, industry-created, brand-friendly, and scalable mobile ad units to the IAB Standard Ad Unit Portfolio.

At the Annual Leadership Meeting in February, the five winning Mobile Rising Stars ad concepts were unveiled. Winning submitters included AOL, BabyCenter, Crisp, Google, Jivox, Mediamind, Medialets, Microsoft, Pointroll, Time Inc., The Weather Channel, and Yahoo!.

Within six months, top marketers had begun implementing the innovative mobile ad units—Coca-Cola, Disney, GM, HBO, Jaguar, J.C. Penney, Procter & Gamble, Sony, McDonald's, Toyota, and Verizon among them. Publishers and mobile ad networks that served the units include AOL, Gannett, Google, IDG, Millennial Media, Mojiva, MSN, The New York Times, Thomson Reuters, Time Inc., Viacom, and The Weather Channel. For more information on the Rising Stars program, please see page 6.

ENCOURAGING CREATIVITY AT CANNES

IAB and the Mobile Center played a leadership role at the Cannes Lions Annual International Festival of Creativity. IAB President and Chief Executive Officer Randall Rothenberg moderated a first-ever all-day forum devoted to the topic of "Creativity in Mobile Advertising," with a grand finale roundtable entitled "The IAB Creative Showcase: Secrets

IAB MOBILE FILMSTRIP

IAB MOBILE PULL

or =

IAB MOBILE SLIDER

- The U.S. Chamber alongside industry experts and the Under Secretary of Commerce regarding the National Telecommunications and Information Administration Multistakeholder Process

BUILDING BRANDS FOR MARKETERS

The IAB Mobile Center is committed to welcoming more brand marketers to the mobile marketplace by providing the industry with the tools to produce breakthrough, creative campaigns for large audiences.

of the Mobile Superstars." During this special session, Colleen DeCourcy of Socialistic, at the time, now at Wieden+Kennedy; Thomas Fellger of Iconmobile; and Per Holmkvist of Mobiento unveiled stunning examples of the best mobile creative, and revealed critical insights on how to take advantage of the breakthrough opportunities in mobile today.

Anna Bager, IAB Mobile Marketing Center of Excellence's Vice President and General Manager, hosted a series of "Mobile Diaries" video interviews on the Croisette with attendees and creatives to get an inside look at their own smartphone and tablet usage.

To see demonstrations of the ad units and tech specifications, go to iab.net/risingstarsmobile

INSPIRING BY EXAMPLE

The IAB Mobile Center developed a Smartphone Creative Showcase, and an IAB Tablet Creative Showcase. Available online, these growing libraries of great creative serve to inspire new, breakthrough mobile marketing endeavors.

MAKING MOBILE MORE ACCESSIBLE

In 2012, the IAB Mobile Center debuted Tap into Mobile, a program dedicated to helping businesses build a better mobile web, by providing them with the tools and resources they need to make their websites more mobile-friendly.

ACHIEVING SCALE WITH IN-APP ADS

To encourage the growth of advertising in apps, the IAB Mobile Center produced the second iteration of the Mobile Rich-Media Ad Interface Definitions (MRAID). The program defines a common application programming interface (API) for mobile-rich media advertisements, thereby establishing a standardized framework in which rich media ads can communicate their needs and behaviors with apps. MRAID 2.0 enables greater consistency when it comes to delivering a wider range of rich media

^

*IAB team at the Cannes Lions Festival of Creativity: **Randall Rothenberg**, President and Chief Executive Officer; **Anna Bager**, Vice President and General Manager, IAB Mobile Marketing Center of Excellence; and **David Doty**, Executive Vice President and Chief Marketing Officer*

ad formats, including the new IAB Mobile Rising Stars units. The combination of common rich media mobile ad formats and a standardized way to program those ads "under the hood," will help the industry scale to levels that were previously impossible.

IMPROVING MOBILE MEASUREMENT

In 2011, IAB and the Mobile Marketing Association, with the help of the Media Rating Council, released the first standardized key metrics for measuring mobile advertising. The guidelines provide a framework for governing measurement of mobile web-based ads across the mobile interactive ecosystem. In 2012, the team released an important update to the guidelines for public comment. The guidelines now require client-side counting for mobile web ad impressions, which will make impression counts far more robust and reliable, and may help to reduce mobile discrepancies. The document also mentions the importance of "viewable impressions," which are expected to be established soon as a PC ad measurement best practice as part of the Making Measurement Make Sense initiative. For more information on the viewable impression, please see page 9.

LEVERAGING LOCAL

Following the "Tablet Buyer's Guide" of 2011, the IAB Mobile Center produced the "Mobile Local Buyer's Guide" in 2012. The document empowers marketers to take advantage of one of the greatest strengths of mobile marketing: the ability to connect with consumers anywhere they are through targeted, relevant messaging.

IAB MOBILE MARKETING CENTER OF EXCELLENCE
2012 BOARD OF DIRECTORS

John Cantarella, *Time Inc.*
Paul Childs, *Adfonic*
Badal Choudhari, *Yahoo!*
Kevin Conroy, *Univision*
Jennifer Creegan, *Microsoft*
Asher Delug, *Airpush*
Maria Mandel Dunsche, *AT&T*
Anne Frisbie, *InMobi*
Barbara Healy, *Tribune Company*
Chris LaSala, *Google*

Alex Linde, *The Weather Channel*
Stephanie Bauer Marshall, *Verizon Wireless*
Joshua Rahn, *Facebook*
Greg Schwartz, *Zillow*
Mandar Shinde, *AOL*
Mollie Spilman, *Millennial Media*
Amy Vale, *Mojiva*
Kevin Wassong, *LIN Mobile*
Michael Zimbalist, *The New York Times*

IAB MOBILE MARKETING CENTER OF EXCELLENCE
SUPPORTING MEMBERS

24/7 MEDIA   AdMobius   babycenter   cars.com

celtra   CNN   GREYSTRIPE   IDG INTERNATIONAL DATA GROUP

Jumptap   mocean mobile   NBCUniversal Digital Media   net biscuits

PANDORA   TREMOR VIDEO   velti   VERVE

VIACOM   viggle

In 2012, the IAB Mobile Center doubled its number of members.

IDENTIFYING INSIGHTS

The IAB Mobile Center produces groundbreaking U.S.-based and global research that educates and empowers effective decision-making with regard to mobile media.

Mobile advertising is a key driver of smartphone and feature-phone shopping. This is second only to convenience.[1]

The global mobile advertising market is **valued at $5.3 billion in 2011**.[2]

The **global mobile landscape is very diverse** in terms of device/OS market share and the priority placed on mobile by the local IAB. All of the IABs that participated, however, are devoting increasing resources to promoting mobile media.[3]

Nearly half of tablet users engage with ads on that device more than once a week; one in four smartphone users reported the same frequency of interaction with ads.[4]

85% of moms agree that their smartphone makes back-to-school season less stressful.[5]

63 percent of digital video screening on mobile phones **does not happen on-the-go**, but rather at home. [6]

88 percent of passionate fans of the NCAA Tournament used mobile devices to engage with tournament- related content.[7]

Men were much more likely than women to watch trailers on their mobile devices and 71 percent of male respondents used their device to pick a movie, compared to 69 percent of female respondents.[8]

Sports fans in the United Kingdom and the United States have **similar mobile adoption and behaviors**, but different Olympic interests and priorities.[9]

More than **80 percent of smartphone owners have accessed retailer web sites or apps** on their device.[10]

[1] IAB Mobile Phone Shopping Diaries
Conducted by On Device Research for IAB

[2] Global Mobile Advertising Market
U.S. IAB, IAB Europe, and IHS Screen Digest

[3] IAB Global Mobile Anthology: Worldwide Perspectives on Mobile Media
Submissions from a dozen IABs around the world the first-ever IAB global perspective on mobile

[4] Mobile's Role in the Consumer's Media Day
Conducted by ABI Research

[5] Moms Go Back-To-School with Mobile
Conducted by EMI Surveys for IAB and Meredith's Parents Network

[6] IAB Mobile Phone Video Diaries
Conducted by On Device Research for IAB

[7] Mobile Madness
Produced with Millennial Media, and Harris Interactive

[8] Mobile and the Movies
By IAB and InMobi

[9] 2012 Olympics Games Go Mobile: United Kingdom vs. United States
The U.S. IAB Mobile Marketing Center of Excellence, IAB UK, and Mojiva

[10] 2nd Annual Mobile Shopping Savvy Cities
Produced in partnership with Prosper Mobile Insights

IAB Digital Media Sales Certification

Digital media is a field characterized by rapid innovation. Setting a baseline standard of knowledge and skills for sales teams to master is necessary to define competency, promote professionalism, and build the value of the interactive advertising industry itself. The most effective sales forces have the knowledge to deliver solutions to marketers, not just sell advertising inventory. In addition, sales executives need a method to gauge and build their teams' expertise, and company training programs need a clear understanding of how to prepare salespeople for success.

The IAB Digital Media Sales Certification program, launched in May, establishes the first-ever standard of expertise for digital media sales forces. Its centerpiece is an examination that when passed certifies the participant understands the most important concepts, guidelines, and best practices in interactive advertising sales. Subject matter experts—many of them IAB members—developed the exam content in conjunction with the fully accredited test development company Professional Testing Inc.

In its first partial year, more than 600 candidates began the certification process, which they have six months to complete. In addition, IAB member Collective now requires its entire sales team to secure the IAB Digital Media Sales Certification. More company-wide commitments to the program are expected in 2013.

"IAB has created a much-needed professional benchmark that speaks directly to the complexities that digital media sales executives need to address in order to compete effectively.

—Joe Apprendi, Chief Executive Officer, Collective

The new certification exam raises the bar for talent and provides a career 'badge' so professionals can stand out in digital media sales."

— Scott Schiller, Executive Vice President, Advertising Sales, NBCUniversal, and Certification Founding Commission Chair

DIGITAL MEDIA SALES

CERTIFIED

iab.

An International Organization for a Global Industry

Consumers around the world now share the same foundation of information about current events and brands, and IAB member companies are entering new and distant marketplaces earlier in their lifecycles. IAB, with its 39 international outposts, is in a unique position to lead the charge in streamlining and building this diverse and comprehensive marketplace. In 2012 these efforts included:

IAB GLOBAL SUMMIT

In October, 114 digital leaders from 50 companies and 23 IABs met in New York for two days of frank debate about such pressing issues as brand-building, mobile at a global scale, self-regulation and consumer privacy, the evolution of measurement, IAB revenue generation, and other relevant topics. This meeting set a cornerstone for a new era of global cooperation.

^
Pamela Jones Harbour, *Partner, Fulbright & Jaworski, former Commissioner of the US Federal Trade Commission, shares insights at the IAB Global Summit*

NEW INTERNATIONAL MEMBERSHIP CATEGORY

To encourage international member participation in U.S. councils and committees and to give publishers from around the world the opportunity to influence upstream the creation of standards and best practices, IAB introduced a new membership category open to the largest and most influential corporate members of national IABs.

FORMATION OF THE EUROPEAN DIGITAL ADVERTISING ALLIANCE

In May, the European counterpart to the Digital Advertising Alliance was formally established. IAB contributed to the formation of this entity to more effectively represent the industry in Brussels.

ON STAGE: CHINESE LEADERS OF DIGITAL ADVERTISING

At the 2012 Annual Leadership Meeting in Miami, executives from Chinese media and advertising organizations came to the stage to inform attendees about the Chinese ecosystem. Among them were Chen Yong, Secretary General, the Interactive Internet Advertising Committee of China (IIACC), and President, Modern Advertising Magazine, China; Ya Li, Chief Operation Officer, Phoenix New Media; and Tong Su, Chief Executive Officer, Hylink Advertising. Similar to what's happening in the United States, in China, the industry is growing rapidly, and many believe more standardization will help it grow faster.

RISING STARS GO GLOBAL

The demand for powerful brand storytelling through large-format display advertising units is universal. Rising Stars display formats are quickly gaining significant traction with gold-label global and regional brands. Rising Stars display formats have already been adopted on five continents and in more than 35 countries—including Australia, Brazil, Canada, France, Germany, Hong Kong, India, Italy, Mexico, Russia, Singapore, Taiwan, the United Kingdom, and, of course, the U.S.

^
Executives from Chinese media and advertising organizations onstage at IAB MIXX

Delivering Insights for Growth Through Research

Research is essential for recognizing and seizing opportunity in a rapidly evolving marketplace. IAB provides the interactive advertising and marketing industry with well-designed studies that supply timely, relevant, and actionable insights, propelling member businesses toward new opportunities and revealing the value of interactive advertising and marketing.

RESEARCH HIGHLIGHTS FROM 2012 INCLUDE:

- The "IAB Internet Advertising Revenue Report", conducted independently by the New Media Group of PwC

- The "Economic Value of the Ad-Supported Internet Ecosystem", a study by researchers at the Harvard University School of Business

- The "Elections 2012 and Political Ad Spend Survey", conducted by IAB in collaboration with *Campaigns & Elections Magazine* (discussed on page 15)

NEW IAB RESEARCH TOOLS IN 2012

- IAB Insights Center, a tool for publishers from IAB and BIGinsight, provides access to information on consumer intentions, actions, and changing behaviors from the Monthly Consumer Insight Survey

- IAB Ad Effectiveness Study Resource Center offers resources to help improve the quality and streamline the implementation of ad effectiveness studies

    ** *Visit the sections featuring IAB Mobile Marketing Center of Excellence on page 16, Data on page 14, and the Rising Stars on page 6 for more breakthrough and informative research initiatives.*

22

Microtargeting has become the predominant means of delivering political messages online.[1]

The ecosystem contributed **$530 billion** to the U.S. economy in 2011, and accounted for 3.7 percent of the U.S. gross domestic product.[2]

Hispanic consumers participate more heavily in e-commerce, social engagement, and media consumption than other users.[3]

The **travel-seeking audience** spends more time online and has stronger mobile usage habits than other Americans.[4]

Co-op advertising presents **untapped** financial **opportunity.**[5]

Multitasking is popular while consumers watch live TV. **63 percent of respondents used a connected device** the last time they did so.[6]

Interactions that can be tracked and fed into the concept of engagement have exploded, further exposing the "click-through" as an often-inadequate **measurement**.[7]

In the first three quarters of 2012, internet advertising revenues climbed to an **all-time high of $26 billion**.[8]

IAB Rising Stars display ad units yield significantly higher interactive consumer **engagement**.[9]

For political strategists the most beneficial attributes of digital advertising are **targeting capabilities, immediacy of response to negative attacks, and social media**.[10]

65 percent of respondents who owned four screens were **likely to use a connected device while watching television**. Advertiser recall is higher among these respondents than those who own two or three screens.[11]

Consumer adoption of social media continues to proliferate as companies offer high value and relevant engagement opportunities.[12]

An interplay of media buys—including digital— is necessary to **effectively influence people** shopping for electronics.[13]

Many industry professionals are still uncomfortable **articulating the value** of interactive advertising.[14]

1 **Election 2012: Big Data Delivers on Campaign Promise**
A whitepaper by the IAB Data Council

2 **Economic Value of the Advertising-Supported Internet Ecosystem**
Conducted by the Harvard University Business School on behalf of IAB

3 **Digital Hispanic Consumer**
IAB utilizing intelligence from BIGinsight.

4 **Consumer Travel & The Media**
An in-depth analysis by IAB utilizing intelligence from BIGinsight

5 **Co-Op Advertising: Digital's Lost Opportunity?**
An in-depth whitepaper by IAB and the Local Search Association

6 **Screens to the nth**
Developed in partnership with Ipsos MediaCT

7 **Digital Ad Engagement: An Industry Overview and Reconceptualization**
By IAB in collaboration with Radar Research

8 **IAB Internet Advertising Revenue Report**
Conducted independently by the New Media Group of PwC on behalf of IAB

9 **Rising Stars Ad Effectiveness Study**
By IAB and Moat

10 **Elections 2012 and Political Ad Spend Survey**
Conducted by IAB in collaboration with Campaigns & Elections Magazine

11 **The Multiscreen Marketer**
Conducted by Econsultancy on behalf of the IAB iTV Committee and IAB Mobile Marketing Center of Excellence

12 **The Social Media Ecosystem Report**
Developed by The Jordan, Edmiston Group, Inc (JEGI) and supported by the IAB

13 **The Path to Consumer Electronics Purchases**
An in-depth analysis by IAB utilizing intelligence from BIGinsight.

14 **Interactive Ad IQ Survey**
Conducted by Ernst & Young LLP's Media & Entertainment Advisory Services on behalf of IAB

Where the Digital World Comes Together

Marketers, advertisers, publishers, as well as technologists, data scientists, venture capitalists, and entrepreneurs come together at IAB thought leadership events with the shared interest of elevating the industry and building stronger ties with consumers. In 2012 at 27 events across the country, IAB hosted 6,300 individuals—nearly 40 percent of which were marketing or agency executives—to share insights, network, and shape new opportunities and partnerships. IAB events are truly the centripetal force of the ad-supported digital world, uniting the diverse participants of the ever-expanding interactive advertising ecosystem.

Elizabeth Pizzinato, *Senior Vice President, Marketing and Communications, Four Seasons Hotels and Resorts, and* **Randall Rothenberg**, *IAB,* **IAB Innovation Days**

Rob Norman, *Chief Digital Officer Global, GroupM, and* **Dave Morgan**, *Chief Executive Officer, Simulmedia,* **IAB Annual Leadership Meeting**

Michael Lebowitz, *Founder and Chief Executive Officer, Big Spaceship,* **IAB Annual Leadership Meeting**

∧

Jon Suarez-Davis, *Senior Director, Global Digital Strategy, Kellogg Company;* **Curt Hecht**, *Global Chief Revenue Officer, The Weather Channel;* **Neal Mohan**, *Vice President, Display Advertising, Google,* **IAB MIXX**

∧

Dennis Crowley, *Co-Founder, foursquare,* **IAB MIXX**

Qi Lu, *President, Online Services Division, Microsoft,* **IAB MIXX**

∧

Susan Jurevics, *Senior Vice President, Global Retail CRM and Brand Marketing, Sony Corporation of America,* **IAB Annual Leadership Meeting**

∧

Tom Bedecarré, *Chief Executive Officer, AKQA,* **IAB Annual Leadership Meeting**

*Journalist **Charlie Rose**; **Sheryl Sandberg**, Chief Operating Officer, Facebook; **Marc Andreessen**, Co-Founder and General Partner, Andreessen Horowitz, **IAB MIXX***
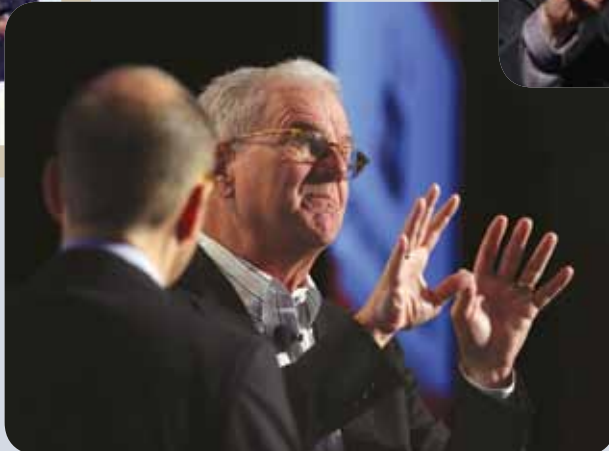

Nick Law**, Executive Vice President, Global Chief Creative Officer, R/GA, **IAB MIXX

Alfredo Gangotena**, Chief Marketing Officer, MasterCard Worldwide, **IAB MIXX

Randall Rothenberg**, President and Chief Executive Officer, **IAB Annual Leadership Meeting

Geoffrey Moore**, Author, Speaker, Advisor, **IAB Annual Leadership Meeting

Kim Kadlec, *Worldwide Vice President, Global Marketing Group, Johnson & Johnson,* **IAB Innovation Days**

Marc Speichert, *Chief Marketing Officer, L'Oréal USA,* **IAB MIXX**

Peter Naylor, *Executive Vice President, Advertising Sales, NBC Universal,* **IAB Annual Leadership Meeting**

COMMUNITY CREATION SPOTLIGHT

Twenty-twelve marked the first full year of activity in the IAB Ad Lab, a state-of-the-art multipurpose meeting and events center, where the digital world comes together to collaborate, innovate, and educate in an intimate setting.

Social Media Week, Internet Week, Advertising Week, Digital Content NewFronts 2012—events during each of these industry-wide, multiday assemblies came to life in the Ad Lab. Also in 2012, industry participants attended professional development classes, top-tier reporters attended press events, and members of IAB Committees and Councils met to hash out solutions to the industry's most pressing issues.

In its debut year, IAB and its members hosted more than 280 meetings and 5,000 people at the venue, located directly at IAB headquarters, turning it from a new asset into a recognized hub for the digital industry in New York City.

HIGHLIGHTS FROM IAB AD LAB IN 2012

- Christie Vilsack, Candidate for Iowa's 4th Congressional District, Meet & Greet
- First-ever IAB Town Hall: "Advertising vs. the User Experience"
- Headlines & Humor: IAB Digital Content NewFronts Showcase
- IAB Ad Lab Author Series: "An Evening with Steven Levy"
- IAB Research and Ipsos OTX Media CT on consumer perceptions of new devices and the role of advertising
- IAB Great Debate on "Who Owns the Data?" co-sponsored by YieldEx and Google
- J&J/Rutgers Digital Marketing Mini-MBA Program
- Judging for IAB MIXX Awards, Mobile Rising Stars, Digital Video Rising Stars
- LatinVision Media Marketing to Latinas Conference & Networking Event
- MR YOUTH Social Media Week Event
- Merkle "Digital Data Workshop" Event
- NARC Social Media Week event
- Senator Claire McCaskill Fundraiser
- The Hatchery start-up pitch event
- Twitter press event during Advertising Week

MARKETING

Expanding the Sphere of Influence

Powerful marketing solutions amplified the IAB mission in 2012. Through a variety of communications efforts, IAB shaped marketplace conversation across a multiplicity of topics and stimulated the minds of key industry audiences. Endeavors such as the IAB Agency Advisory Board trip to Silicon Valley, the historic presence at the Cannes Lions International Festival of Creativity, and IAB visits to nearly 30 agencies, detailed throughout this publication, also functioned to enhance awareness of IAB.
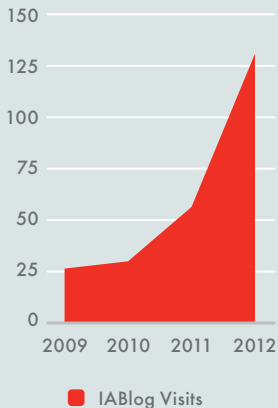
IAB EXECUTIVES SHARE INSIGHTS AT KEY INDUSTRY EVENTS

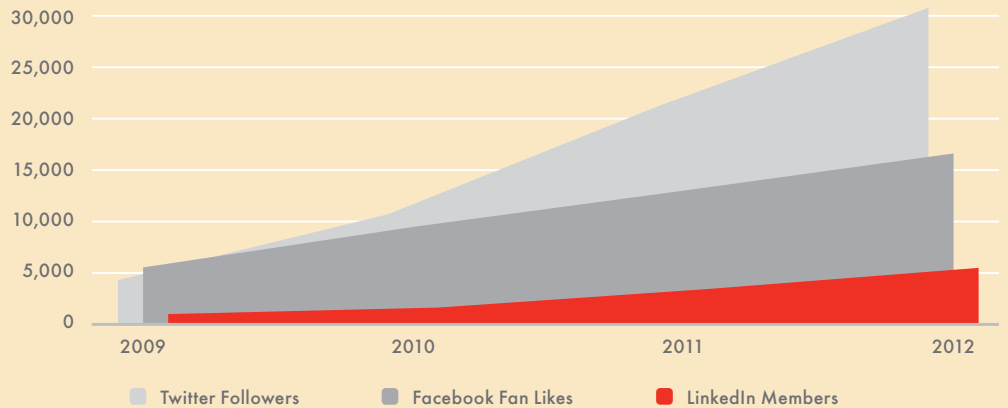Here are just a few of the conferences around the world where IAB executives were featured speakers.

IABLOG
### UP 107% Y.O.Y.

('000)

IABlog total visits up 107% at end of 2012 compared to end of the prior year

TWITTER FOLLOWERS, FACEBOOK FAN LIKES, AND LINKEDIN MEMBERS **ALL UP IN 2012**

Twitter Followers   Facebook Fan Likes   LinkedIn Members

In 2012 Twitter followers up 43%, Facebook fan page Likes up 22%, and LinkedIn IAB Group members up 57%

TOP-LINE **PRESS** RESULTS

Legend: 2007 | 2008 | 2009 | 2010 | 2011 | 2012
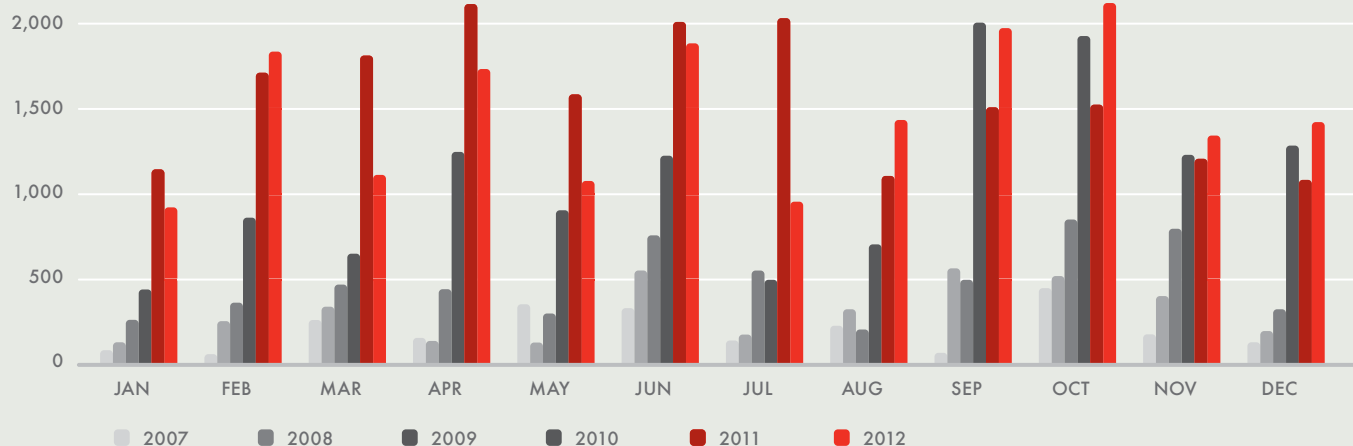
Total monthly press stories 2007-2012

IAB PRESS STRATEGY 2012:
FOCUS ON MAJOR MEDIA OUTLETS

AdvertisingAge
NEW PLATFORMS. NEW PARTNERS. NEW ERA.

As Global Competition in Digital Grows Fiercer, Who Will Be Left Standing? – February 24

The 100-Question Test You Have to Pass to Work in Sales at One Ad-Tech Company – September 18

Sherrill Mane recognized as Media Maven *Special Report: Media Mavens 2012 –* October 1

Internet Ad Revenue Grew 14% in First Half of 2012, But CPG Staying In TV – October 11

MediaPost:
"IAB Pushes for DIY Ad Units, Modules" and "Half of Digital Video Ads To Be Interactive In Two Years" – July 30

BUSINESS INSIDER
Anna Bager named to top 20 most important women in mobile advertising
Meet The 21 Most Powerful Women In Mobile Advertising: 2012 – July 11

The Washington Post
Ad-supported Internet Makes Big Contribution to U.S. Economy, IAB Report Says – October 1

The New York Times
NYTIMES.COM
Do Not Track? Advertisers Say 'Don't Tread on Us' – October 13

THE WALL STREET JOURNAL.
WSJ on Mobile Video Research – December 13

ADWEEK
IAB Wrap-up: The Restless Industry's Identity Crisis Agendas Clash at Annual Meeting – February 29

Fast Chat: IAB CEO Randall Rothenberg IAB to Host Mobile Forum at Cannes – June 12

Small Web Publishers Head to the Hill Will Push Politicians to Consider Potential Impacts of New Internet Rules – May 25
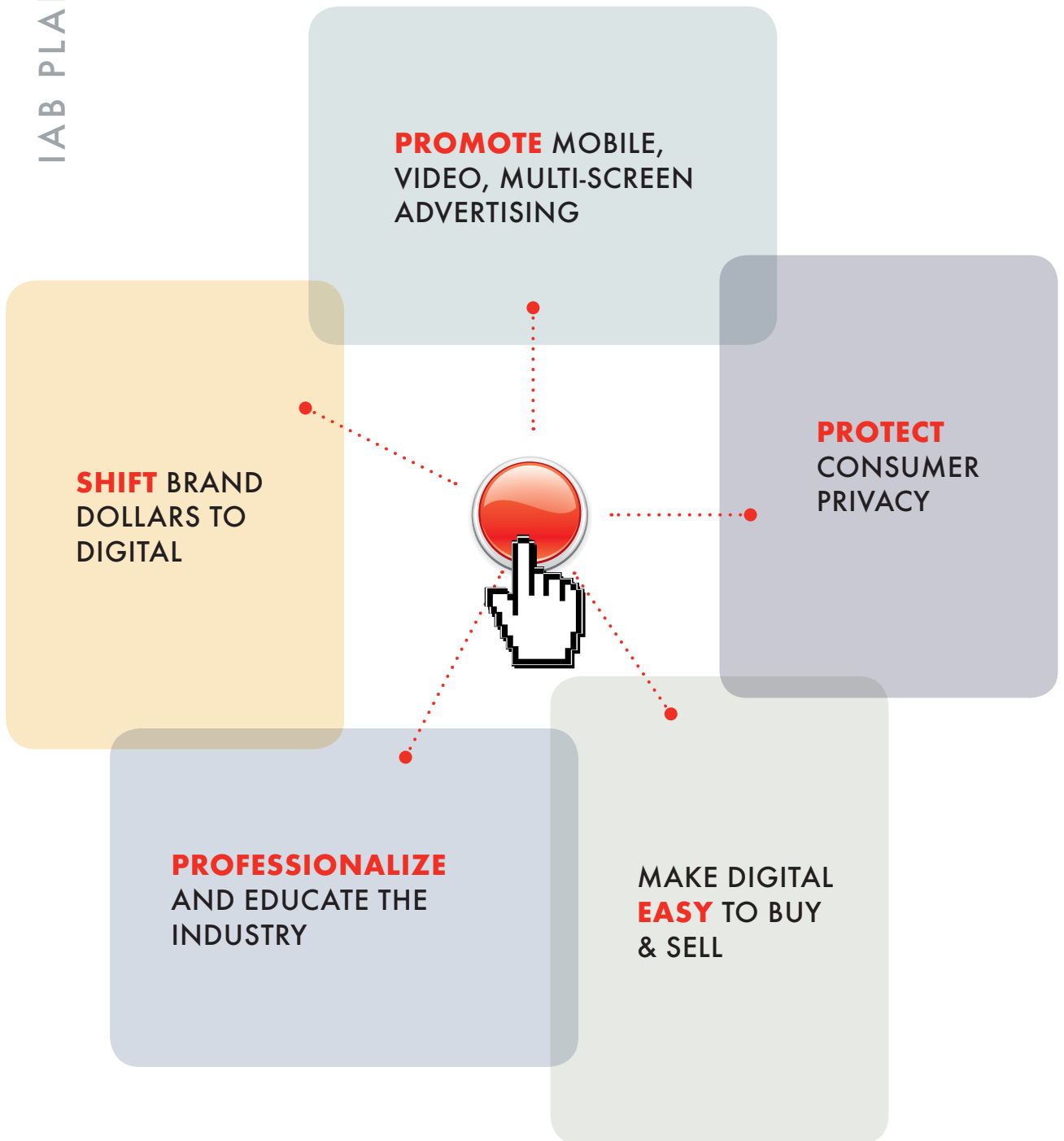
The Hollywood REPORTER
Study: More Men Than Women Use Mobile Phones to Choose Movies, Watch Trailers – October 2

2013 IAB Operating Agenda: The Brand Moment

In 2013, the distinct activities at IAB will come together toward one critical objective: to empower marketers to build their brands online.

PROMOTE MOBILE, VIDEO, MULTI-SCREEN ADVERTISING

SHIFT BRAND DOLLARS TO DIGITAL

PROTECT CONSUMER PRIVACY

PROFESSIONALIZE AND EDUCATE THE INDUSTRY

MAKE DIGITAL **EASY** TO BUY & SELL

30

INNOVATIVE...
INSPIRING...IMPACTFUL

IAB 2013 EVENTS

IAB is the convening voice of the industry. Hear from and network alongside industry experts during all of our cutting-edge events.

IAB ANNUAL LEADERSHIP MEETING
February 24 - 26, 2013 • Arizona Biltmore, Phoenix

IAB CASE STUDY ROAD SHOW
March 19: San Francisco • March 21: Los Angeles • April 2: Detroit

MOBILE: IAB MARKETPLACE
April 11, 2013 • New York

SCREENS^X
June 10, 2013 • New York

ADVERTISING TECHNOLOGY:
IAB MARKETPLACE
July 15, 2013 • New York

IAB MIXX CONFERENCE & EXPO
September 23 - 24, 2013 • New York

IAB MIXX AWARDS
September 24, 2013 • New York

AD OPERATIONS: IAB SUMMIT
November 4, 2013 • New York

Find out more at **www.iab.net**.
For information on IAB sponsorship opportunities, contact
Phil Ardizzone at 212-994-1790 or phil@iab.net

iab.

Susan Jurevics
Sony

Marc Andreessen
Andreessen Horowitz

Jonathan Mildenhall
The Coca-Cola Company

Bob Bowman
Major League
Baseball Advanced
Media

Sheryl Sandberg
Facebook

Elizabeth Pizzinato
Four Seasons
Hotels and Resorts

Peter Naylor
NBC News Digital

Randall Rothenberg
IAB

Robert McDowell
Federal Communications Commission

Tom Bedecarré
AKQA

Kimberly Kadlec
Johnson & Johnson

IAB MEMBERSHIP

We'd like to thank all of our members for their support throughout the years. With your ongoing participation, the ranks of the IAB will continue to grow. To learn more about IAB membership opportunities, please visit **www.iab.net/member_center**.

General Members

24/7 Media
33Across
4INFO
A&E Television Networks
AARP
AccuWeather.com
Adap.tv
Adconion Media Group
AddThis
adMarketplace
Adtegrity
adtivity by appssavvy
Advanstar Communications
Akamai Technologies
Alloy Digital
ALM
Amazon.com
AMC Networks
American Express Publishing
AOL
Apple Inc. (iAd)
AT&T AdWorks
AudienceScience
Audio4cast
Autotrader.com
BabyCenter
Batanga Network
BBC Worldwide
Beijing Sina Advertising Co.
Bizo
blinkx
BlogHer
Bloomberg
Blue Calypso
BrandAds
Break Media
BrightRoll

BUZZMEDIA
CafeMom
Caring.com
Cars.com
Casale Media
CBS Interactive
Chitika
Clear Channel Media and
    Entertainment
CMG Digital
Collective
Comcast Interactive Media
Complex Media
Condé Nast
Connexity
CPX Interactive
Crain Communications
Dailymotion
Demand Media
Digital Broadcasting Group
Discovery Communications
Disney Interactive Media Group
Dow Jones & Company
Earth Networks
eBay
Editorial Projects in Education
Electronic Arts
eMarketer
e-Miles
Everyday Health
Expedia Media Solutions
Facebook
Federated Media Publishing
FindTheBest.com
Forbes.com
FOX News Channel
FOX Sports Interactive Media
Gawker Media
Geeknet
Glam Media
Goodway Group
Google
Grab Media
Grooveshark
GSN Games Network
Hanley Wood
Harvard Business Review
HealthiNation
Hearst Magazines Digital Media
Hulu
I-Behavior
IDG
IGN Entertainment
Impremedia Digital
InMobi
Innity Corporation
inPowered
Interactive One
Jivox
Joost Media
Journal Register
Jumptap
Kelley Blue Book
Kontera Technologies
LIN Media
LinkedIn
Local Corporation
MailOnline

Mansueto Ventures: Inc. & Fast
    Company
Marchex
Martha Stewart Living
    Omnimedia
Martini Media
Matomy Media
Mediative
Mercury Radio Arts
Meredith Interactive Media
Metacafe
Microsoft Advertising
Millennial Media
MLB Advanced Media
Mojiva
Morningstar
Move
MySpace
MyWebGrocer
National Geographic
Nature Publishing Group
NBC Universal Digital Media
NCC Media
Netmining
News Distribution Network
Newspaper National Network
NorthStar Travel Media
Orange Advertising Network
Outbrain
OwnerIQ
Pandora Media
Prisa Digital
Publishers Clearing House
Pulse 360
PulsePoint
Punto New Media
Q Interactive
QuadrantONE
RadiumOne
Reader's Digest Association
    Interactive
Resonate Networks
Rhythm NewMedia
RockYou!
Rodale
Rovi Corporation
SAY Media
SB Nation
Scripps Networks
ShareThis
SmartBrief
Smowtion
SocialVibe
Sojern
Sony Pictures Television
Specific Media
Spotify
SpotXchange
Strategy+Business
SugarInc
Synacor
TargetSpot
Technorati Media
Terra Networks
The Associated Press
The Business Insider
The New York Times Company
The Weather Channel
TheStreet.com

Thomson-Reuters
Time Inc.
Time Warner Cable
Travora Media
Tremor Video
Triad Retail Media
Tribune Company
Trip Advisor
Triton Digital
TubeMogul
Undertone
Univision Interactive Media
Unruly Media
US News & World Report
USATODAY.com
ValueClick Media
Vertical Search Works
VEVO
Viacom Media Networks
Vibrant Media
Viggle
Warner Bros. Media Research
Washington Post Digital
WhitePages
WildTangent
World Wrestling Entertainment
WorldNow
Yahoo!
YuMe
Ziff Davis
Zillow

Associate Members

Accordant Media
Active International
Acxiom Corporation
Adara Media
Addroid
Ad-iD
AdJuggler
Adobe
Adometry
AdPerfect
AdReady
AdShuffle
ADTECH
AdTruth
Advertiser Perceptions
Adzerk
Alcatel-Lucent
Alliance for Audited Media
    (AAM)
Amobee
AppNexus
Arbitron
Archer Advisors
Bartle Bogle Hegarty
Bazaarvoice
BCM
Bering Media
Big Fish Games
BIGinsight
BlackArrow
BlueCava
Bluekai
Booz & Company
BPA Worldwide
Briabe Mobile
Brightcove
BrightLine
BrightTag
Cable Television Laboratories
Canoe Ventures
Celtra
Centro
ChoiceStream
Cisco Systems
ClearSaleing
Cleveland Clinic
Compass Labs
Compete
ComScore
Core Audience

Crisp Media
Criteo
Crowd Science
CTAM: Cable & Telecommunications Association
Datalogix
DataXu
Deloitte & Touche
DeSilva + Phillips
Digilant
Dotomi
DoublePositive Marketing Group
DoubleVerify
DraftFCB
Drawbridge
Dynamic Logic, a Millward Brown Company
DynamicVideo
Epsilon
Ernst & Young LLP
Evidon
ExactTarget
eXelate
Experian Marketing Services
Extreme Reach
Eyeview
FatTail
Flashtalking
Flite
FreeWheel
GfK North America
Goldspot Media
Gridley & Company
Ground Truth
Healthy Offers
HIRO-Media
iCrossing
IHG

ImServices Group
Incisent Technologies
Innovid
InsightExpress
Integral Ad Science
Intel Corporation
Interpolls
Interpret
Intuit
Invite Media
IPSOS
Janrain
Jordan, Edmiston Group
Kantar Media North America
Kimberly-Clark Corporation
Korrelate
KPMG
Krux
Leapfrog Online
Legolas Media
LinkShare
Liquidus
LiveIntent
LivePerson
LiveRail
LiveRamp
Lotame
Magnetic
MarketShare Partners
Markit On Demand
Maxifier
Media6Degrees
Mediabrix
Medialets
MediaMath
MediaMind
MediaOcean
Mediaplex
MediaWhiz

Merkle
Metamarkets
Mixpo
Moat
Morpheus Media
NeoMedia Technologies
Nestle
NetSeer
Neustar
Newspaper Association of America
Nexage
NextMark
Nielsen
OneScreen
Ooyala
OpenX Technologies
Operative
Organic
Phorm
PIVnet
PointRoll
Polk
PricewaterhouseCoopers
Proximic
PubMatic
Quantcast
Realvu
Rich Relevance
Rocket Fuel
Sales Athlete Media Network
Salesforce Marketing Cloud
SAS Institute
Scarborough Research
SeaChange International
Semcasting
Sharethrough
Simpli.fi
Simulmedia

Smart AdServer
Spongecell
SQAD
Szabo Associates
Tapad
TARGUSinfo
Telemetry Limited
Television Bureau of Advertising
Teradata
The Allant Group
The Center For Sales Strategy
The Hacker Group
The Integer Group
The Media Innovation Group
The Media Trust Company
The Rubicon Project
The Trade Desk
Theorem
thisMoment
Time Warner Corporate
TiVo
TruEffect
TruSignal
TRUSTe
Turn
V12 Group
Videology
VINDICO Group
Visible Measures
WebTrends
Winterberry Group
WiT Media
Worldata
xAD
YieldEx

NEW MEMBERS

General Members

About
Ad4Game
AdExcite
AdMonsters
Adslot
AdSupply
AdTheorent
Aha Radio by Harman International
Airpush
Audience Partners
Ballantine Communications
BBN Networks
Belo
Bestofmedia Group
Blip Networks
BuzzFeed
Cablevision Media Sales
Chegg
Cynopsis Media
deviantART
Dominion Digital Media
Exponential
Flipboard
Greystripe
GumGum
GunBroker.com
Hoover's
Hyperlocal Industries DBA Street Fight
InteractiveTV Today
Investor's Business Daily
Jingit
LeadBolt

Luminate
Machinima
Major League Gaming
MediaFire
NASCAR
National Football League
New York Public Radio
Opera MediaWorks
Red Loop Media
RedMas
Samsung Electronics
SessionM
Shiny Ads
Showtime Networks
Slacker
SOHU
Spafax Networks
STEEL MEDIA
Stipple
Summit Business Media
Swoop
Tapjoy
Targetwise
The Christian Post
TrialPay
Trulia
Turner Broadcasting System
Twitter
Tylted
Valassis
Verve Mobile
VISIT FLORIDA
YP
YTM
ZUMOBI
Zynga

Associate Members

1000mercis
ActionX
AcuityAds
AdFin Solutions
AdGent Digital
AdMobius
AdRoll
AdsPromotion
Blink New Media
Bluefin Labs
Burt
C3 Metrics
Chango
Cobalt, an ADP company
Cognitive Match
Collider Media
Contextin
Dennoo
Dieste
Disqus
Extole
FreakOut International
Greco Associates
Information Capital Technology Ventures
Integrate
Iponweb
IPS
Kilpatrick Townsend & Stockton
LocalResponse
MarkMonitor
MaxPoint Interactive
Mirror Image Internet
motionBEAT

NetSuite
nPario
Pixalate
PlaceIQ
ResponsiveAds
RUN DSP
Salorix
Screen Dreams Publishing
ScreenShot Digital
SeamBI
SET
Shareaholic
Skinected
Social Media Link
SpotRight
StrikeAd
SymphonyIRI Group
TagMan
Tealium
The Howard-Sloan-Koller Group
Trust Metrics
UBL Interactive
UBM Tech
Varick Media Management
Velti
Verizon Wireless Communications
Visual IQ
Webspectator
X+1 Solutions
Yext
ZEDO
Zenovia Digital Exchange

2012 Committees and Councils

COMMITTEES

IAB Committees are based on a specific platforms within the digital advertising medium. Committees work together to prove platform value or simplify the processes associated with buying, selling, and creating interactive advertising.

COUNCILS

IAB Councils are each based on a specific role within General Members' organizations. Council members share best practices and develop tools to improve efficiency, provide thought leadership, and grow digital advertising.

Ad Ops Council
Dan Foehner, *Facebook*

Ad Ops Council
Zach Putnam, *Disney Interactive Media Group*

Ad Technology Council
Jonathan Bellack, *Google*

Ad Technology Council
Jay Sears, *The Rubicon Project*

Audio Committee
Brian Benedik, *Katz 360*

Audio Committee
Mike Agovino, *Triton Digital*

Audio Committee
Doug Sterne, *Pandora Media*

B2B Committee
Robert Felsenthal, *Crain Communications*

B2B Committee
Michael Friedenberg, *IDG*

CFO Council
Thomas Etergino, *TheStreet.com*

CFO Council
David Geithner, *Time Inc.*

Data Council
Matthew Hull, *AT&T AdWorks*

Data Council
Andrew Kraft, *Collective*

Data Council
Dennis Oldroyd, *Microsoft Advertising*

Digital Video Committee
Suzie Reider, *Google*

Digital Video Committee
Joey Trotz, *Turner Broadcasting System*

Games Committee
Kym Nelson, *IGN Entertainment*

Games Committee
Joy Taylor, *Electronic Arts*

ITV Committee
Jared Iwata, *Time Warner Cable*

ITV Committee
Chris Falkner, *NBC Universal Digital Media*

Legal Affairs Council
Jason Ryning, *Microsoft Advertising*

Legal Affairs Council
Steve Hicks, *Ziff Davis*

Local Committee
Jesus Chavez, *Univision Interactive Media*

Local Committee
Greg Hallinan, *Verve Mobile*

Local Committee
Kim Luegers, *Pandora Media*

Local Committee
Brent Hardesty, *Tribune*

Mobile Advertising Committee
Scott Jensen, *Viacom Media Networks*

Mobile Advertising Committee
Sharon Knitter, *Cars.com*

Multicultural Council
Borja Perez, *NBC Universal Digital Media*

Multicultural Council
Mary Zerafa, *Impremedia Digital*

Networks & Exchanges Committee
Julia Casale-Amorim, *Casale Media*

Networks & Exchanges Committee
David Jacobs, *Advertising.com*

Lead Generation, Email & Search Committee
Lana McGilvray, *PulsePoint*

Lead Generation, Email & Search Committee
Dave Tan, *Google*

Public Policy Council
Dave Morgan, *Simulmedia*

Research Council
Stephanie Fried, *VEVO*

Research Council
Dan Murphy, *Univision Interactive Media*

Research Council
Beth Uyenco, *Shatto Microsoft Advertising*

Sales Executive Council
Sheila Buckley, *Vibrant Media*

Sales Executive Council
Brian Quinn, *Triad Retail Media*

Social Media Committee
Kristen Fergason, *ShareThis*

Social Media Committee
Shane Steele, *Twitter*

Tablet Advertising Committee
Alex Linde, *The Weather Channel*

Tablet Advertising Committee
Ulla McGee, *IDG*

2012 Working Groups, Taskforces, and Advisory Boards

WORKING GROUPS, TASKFORCES, AND ADVISORY BOARDS

Working Groups, taskforces, and advisory boards directly address issues facing the industry. They provide solutions, influence, and thought leadership necessary to take on specific challenges from across the advertising ecosystem.

3MS and Viewable: Implementation and Implications Working Group

Accounts Receivable Working Group

Ad Load Performance Working Group

Ad Ops Advisory Board

Ad Technology Advisory Board

African-American Working Group

Agency Advisory Board

Audio Agency Days Working Group

Audio Tagging Working Group

Code of Conduct Working Group

Compensation Working Group

Consumer Experience Working Group

Consumer Protection Taskforce

Content Marketing Advisory Board

Creative Specs Database Revamp Working Group

Data Attribution Working Group

Data Marketer and Agency Education Working Group

Data Standards, Quality, and Best Practices Working Group

Digital Advertising Workflow Best Practices Working Group

Digital Video and TV Synergies Research Working Group

Digital Video Industry Narratives Working Group

Digital Video Measurement Convergence Working Group

Discrepancies Taskforce

Display Creative Guidelines Working Group

eBusiness (Discrepancies, Automation, etc.) Working Group

eBusiness Digital Advertising Invoice Taskforce

Ecosystem Mapping Working Group

Email Monetization Whitepaper Working Group

Emerging Innovation Taskforce

Future of the Cookie Working Group

Games Industry Video Working Group

Guidelines for Best Practices for Ad Effectiveness Studies Working Group

HTML5 Best Practices Working Group

Impression Exchange Solution (IES) Working Group

Local Buyer's Guide Working Group

Local Search Working Group

Mobile Ad Ops Working Group

Mobile In-App Ad Measurement Working Group

Mobile Research Working Group

Mobile Richmedia Ad Interface Definitions (MRAID) Working Group

Mobile Video Taskforce

Online Media/Sales Kit Working Group

Open RTB and Real Time Exchanges Working Group

Podcasting Working Group

Quality Assurance Guidelines Steering Committee

Research Advisory Board

Responsive Design Perspective Paper Working Group

Rising Stars Mobile Ad Ops Working Group

Rising Stars Mobile Agency Working Group

Sales Award Working Group

Site Tagging Best Practices Taskforce

Social Data Best Practices Working Group

Social Media Paid, Owned Earned #POEM Initiative Working Group

Tablet Buyer's Guide Working Group

Ts and Cs Working Group

Video Suite Education and Adoption Working Group

Video Suite Technical Specifications Working Group

2012 EXECUTIVE COMMITTEE

Randall Rothenberg
IAB President and Chief
Executive Officer

Peter Naylor
NBCUniversal
Chairman

Bob Carrigan
IDG

Randy Kilgore
Tremor Video
Vice Chair

Leon Levitt
CMG Digital

David Moore
24/7 Real Media, Inc.

Bill Todd
ValueClick Media

Rik van der Kooi
Microsoft Advertising

Denise Warren
The New York Times Company

2012 BOARD OF DIRECTORS

John Alderman
Washington Post Digital

Joe Apprendi
Collective

Tom Arrix
Facebook

John Battelle
Federated Media Publishing

Alisa Bowen
The Wall Street Journal Digital
Network

Ned Brody
AOL, Inc.

Paul Caine
Time Inc.

Jean Paul Colaco
Hulu

Kevin Conroy
Univision Interactive Media

Henrique de Castro
Yahoo!, Inc.

Jory Des Jardins
BlogHer, Inc.

Joan Gillman
Time Warner Cable

Curt Hecht
The Weather Channel

Mark Howard
Forbes.com

Cella Irvine
Vibrant Media

Walker Jacobs
Turner Broadcasting System, Inc.

Mike Keriakos
Everyday Health

Dave Madden
Electronic Arts

Greg McCastle
Cablevision Media Sales

Neal Mohan
Google, Inc.

David Morris
CBS Interactive

Paul Palmieri
Millennial Media

Jeff Pullen
AudienceScience

Scott Schiller
NBCUniversal

Drew Schutte
Condé Nast

Vivek Shah
Ziff Davis, Inc.

Evan Sternschein
Discovery Communications

Lisa Utzschneider
Amazon.com

Mike Welch
AT&T AdWorks

Grant Whitmore
Hearst Magazines Digital Media

EX OFFICIO

Rich LeFurgy
Archer Advisors
Founding Chairman

Bruce Gordon
Treasurer

Joe Rosenbaum
ReedSmith LLP
Secretary

FOR GENERAL INFORMATION ABOUT THE IAB, PLEASE CONTACT US AT:

Interactive Advertising Bureau
116 East 27th Street, 7th Floor
New York, New York 10016
212 380 4700

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies who are responsible for selling 86 percent of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies, and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit www.iab.net.

PRESIDENT & CHIEF EXECUTIVE OFFICER
Randall Rothenberg — randall@iab.net

EXECUTIVE VICE PRESIDENT & CHIEF OPERATING OFFICER
Patrick Dolan — patrick@iab.net

EXECUTIVE VICE PRESIDENT & CHIEF MARKETING OFFICER
David Doty — david@iab.net

SENIOR VICE PRESIDENT, PUBLIC POLICY & GENERAL COUNSEL
Mike Zaneis — mike@iab.net

SENIOR VICE PRESIDENT, RESEARCH, ANALYTICS & MEASUREMENT
Sherrill Mane — sherrill@iab.net

INITIATIVES & COMMITTEES

Steve Sullivan
Vice President, Advertising Technology
steve@iab.net

Peter Minnium
Head of Brand Initiatives
peter@iab.net

Susan Borst
Director, Industry Initiatives
susan@iab.net

Chris Mejia
Director, Digital Supply Chain Solutions
chris.mejia@iab.net

Seneca Mudd
Director, Industry Initiatives
seneca@iab.net

Brendan Riordan-Butterworth
Director, Technical Standards
brendan@iab.net

Jessica Anderson
Manager, Advertising Technlogy
jessica.anderson@iab.net

Jessica Ramirez
Coordinator, Industry Services
jessica@iab.net

MOBILE MARKETING CENTER OF EXCELLENCE

Anna Bager
Vice President & General Manager, Mobile Center
anna@iab.net

Joe Laszlo
Senior Director, Mobile Center
joe@iab.net

Sabrina Alimi
Senior Manager, Industry Initiatives and Mobile Center
sabrina@iab.net

Yolanda Brown
Coordinator, Mobile Marketing Center of Excellence
yolanda@iab.net

MEMBERSHIP

Julie Van Ullen
Vice President, Member Services
julie@iab.net

Nicole Horsford
Senior Manager, Member Services
nicole@iab.net

Kevin Blouin
Senior Manager. Business Operations
kevin@iab.net

Corie Levy
Manager, Member Services
corie@iab.net

Sharon Scoble
CRM Coordinator
sharon@iab.net

IAB AD LAB

Laura Baker
Manager, Ad Lab
lbaker@iab.net

INTERNATIONAL

Alexandra Salomon
Senior Director, International
alexandra@iab.net

MARKETING & PUBLIC RELATIONS

Chris Glushko
Director, Marketing
chris@iab.net

Laura Goldberg
Public Relations Consultant
laura.goldberg@iab.net

Tracy Keller
Senior Manager, Events Marketing
tracy@iab.net

Jeff Fryer
Manager, Marketing
jeff@iab.net

Shira Orbach
Manager, Marketing and PR
shira@iab.net

PUBLIC POLICY

Alison Pepper
Senior Director, Public Policy
alison@iab.net

Sarah Hudgins
Director, Public Policy
sarah@iab.net

ADMINISTRATION & FINANCE

Mark Goldman
Senior Director, Finance and Administration
mark@iab.net

Andrew Kao
Manager, Finance and Human Resources
andrew@iab.net

Jenna Martinez
Manager, Finance and Administration
jenna@iab.net

Lauren Harris
Office Manager
lauren@iab.net

PROFESSIONAL DEVELOPMENT

Michael Theodore
Vice President, Training & Development
michael@iab.net

RESEARCH

Kristina Sruoginis
Director, Research
kristina@iab.net

EVENTS

Lisa Milgram
Vice President, Events
lisa@iab.net

Virginia Rollet Moore
Senior Director, Events
virginia@iab.net

Phil Ardizzone
Director, Event Sales and Business Development
phil@iab.net

Chuck Jones
Manager, Events
chuck@iab.net