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Rich Media Club Exhibit 2028

iab.

2013 ANNUAL REPORT

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IAB facilitates a vibrant cross-screen marketplace in which brands have the resources they need to thrive—including metrics that drive well-informed decisions, a trustworthy supply chain, and tools that nurture creativity across devices.





Twenty-thirteen was an historic year for IAB. The big ideas and monumental achievements brought to life by our members and our staff will secure the future prosperity of our industry and of this organization. All media and marketing is becoming digital, and IAB is the only organization prepared to support this expansion.

IAB is actively facilitating the development of a viable cross-screen marketplace in which brands have the resources they need to thrive, including but not limited to metrics that drive accountable and well-informed decisions, a trustworthy supply chain, and tools that nurture creativity and storytelling across devices.

In 2013, the Making Measurement Make Sense (3MS) initiative, founded by IAB, the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's), and led by the Media Rating Council ended the year just months away from debuting revolutionary viewable impressions standards for transacting in display and video advertising. This new currency standard enables the first-ever common-ground measurements with television and other "traditional" media—without compromising the benefits of interactivity—and will be the foundation of the cross-platform Gross Rating Point.

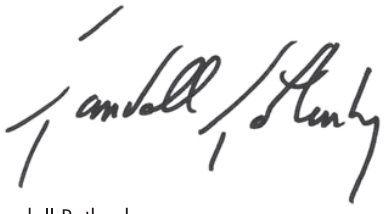
We built up our munitions to combat fraud and protect marketer brands, and our efforts were applauded by none other than the leaders of this country. In July, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting through self-regulatory measures such as the Quality Assurance Guidelines, the industry-wide brand safety compliance program. Just 10 days later, the Guidelines were updated to address the mass adoption of programmatic buying, mobile marketing, and digital video advertising. We also launched the Traffic of Good Intent Task Force to help remedy the plague of non-human and non-intentional traffic that's poisoning marketer trust, and nearly 50 participating member companies have joined in to help.

Today, marketers are propelling their brands across digital screens, and IAB is helping them do it. Breakthrough canvases such as the IAB Mobile and Digital Video Rising Stars give agencies dynamic and scalable canvases on which to tell their stories across screens. Technology solutions like the IAB Video Ad Serving Template (VAST) and Mobile Rich-Media Ad Interface Definitions (MRAID) are at work behind the scenes enabling ads to move easily between video players and across apps. Valuable insights about what works and why in digital marketing have risen to the surface through the first-ever IAB MIXX Awards Insights Report.

For all that's new to learn, we have bolstered the opportunities for education. The IAB Digital Media Sales Certification and the new IAB Ad Ops Certification programs establish standards of expertise that practitioners can use to stay up to date and employers can rely on to evaluate the skillset and professionalism of new talent.

Support from our members and the greater community have made these tremendous strides possible. In 2013 IAB was able to devote more resources than ever to the industry, due to record revenues of more than $20 million for the year. I am extremely grateful for the dedication of our constituents and for the continued hard work of the IAB staff, and I am looking forward to an inspirational, productive, and prosperous 2014.

Sincerely,

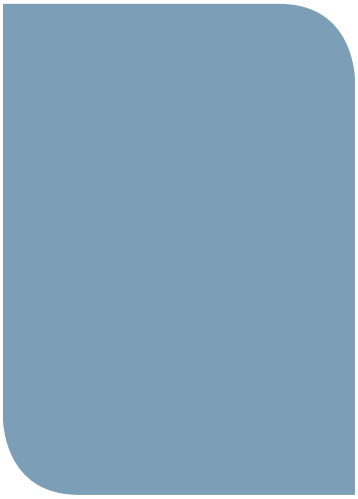


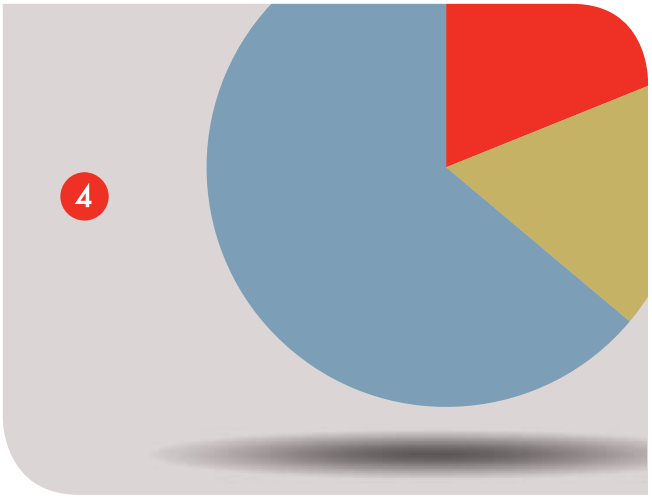
Randall Rothenberg
President and Chief Executive Officer
Interactive Advertising Bureau

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FINANCIAL REPORT

2013 THE YEAR AT IAB

Healthy and growing—that is the financial status of IAB and the digital media and marketing industry in 2013. IAB was there to support all facets of this progress, expanding investment in member services and industry-building innovations to propel the ecosystem to even greater heights.

The 2013 budget was planned conservatively, but with ambition. Our estimates were informed by years of IAB marketplace research and first-hand knowledge of the field, as well as by our drive to boost industry performance, maturity, and security. We increased our expected topline revenue, dues revenue, and expenses, and planned to build our financial reserve.

According to financial projections based on the first 11 months of the year, topline revenue will break $20 million for the first time in IAB history, representing an increase of 4 percent from the budget of $19.3 million. For 2013, dues revenue will reach a record high of $9.8 million, approximately $500,000 over budget. This landmark was achieved through minimal member attrition and a greater number of new members. The financial goals of the events business were reduced to account for the business' maturity, and additional investment was dedicated to help invigorate this area. The efforts have shown early signs of success, as 2013 events revenue will be slightly over budget at $6.3 million. We raised additional revenue through initiatives including sponsored research, professional development and certification programs, rental of the Ad Lab, international licensing fees, and other fundraising programs.

In 2013, IAB invested heavily in programs to help member businesses excel, and IAB planned and executed a contribution to its financial reserve. It is the first time since the recession that we were comfortable enough with the health of the industry and IAB to budget for both. The initiatives which received the greatest financial support during the year included the Quality Assurance Guidelines program and other trust-building endeavors; Making Measurement Make Sense which accomplished major advancements toward launching the viewable impression standard; and IAB Certification Programs which evolved professionalism and expectations of expertise across

FINANCIAL KEY INDICATORS FOR 2013*

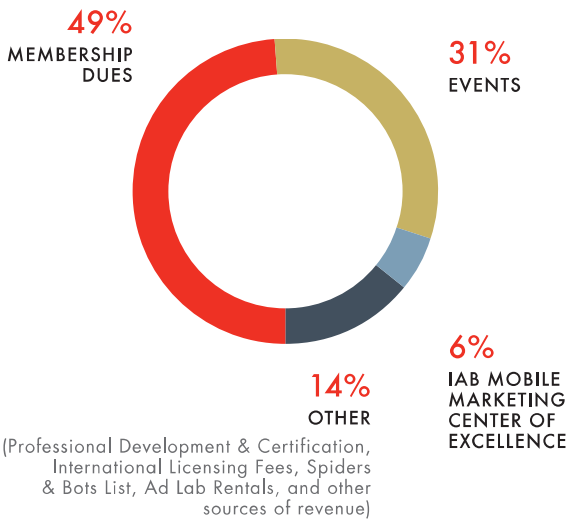
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	2013 ACTUAL	2013 BUDGET	VAR FROM BUDGET $	VAR FROM BUDGET %
DUES REVENUE	$ 9,804	$ 9,300	$ 504	5.42%
EVENTS REVENUE	$ 6,323	$ 6,095	$ 228	3.74%
OTHER REVENUE	$ 4,070	$ 3,915	$ 155	3.95%
TOTAL REVENUE	**$20,197**	**$19,310**	**$ 887**	**4.59%**
COGS EXPENSES	$ 4,959	$ 4,301	$ 658	15.3%
OPERATING EXPENSES	$ 14,981	$ 14,757	$ 225	1.52%
TOTAL EXPENSES	**$19,940**	**$19,057**	**$ 883**	**4.63%**
NET INCOME	**$ 257**	**$ 253**	**$ 4**	**1.43%**

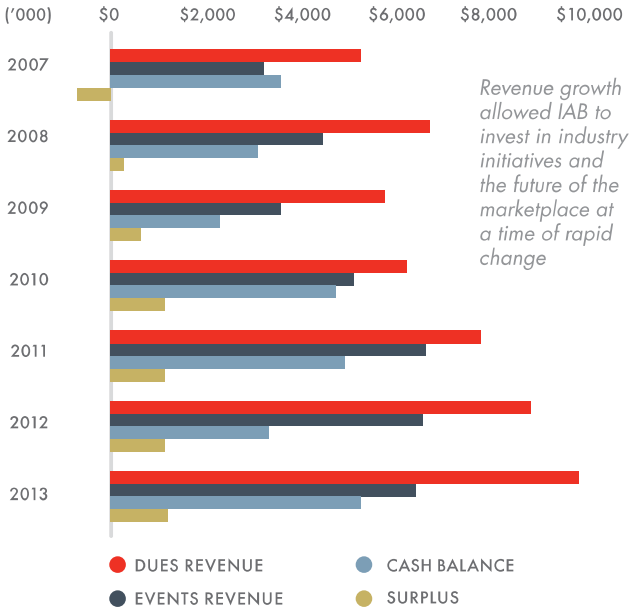
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IAB REVENUE STREAMS*



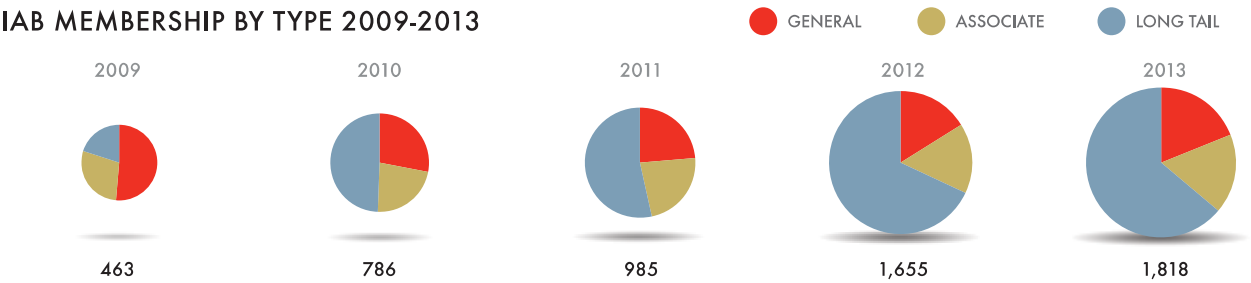
SOUND FINANCIAL FOOTING*



the industry. Additional funding was directed toward developing the cross-screen marketplace—including mobile marketing and digital video advertising, developing a seamless global network for interactive advertising commerce, forging innovations in advertising technology, producing valuable insights into brand-building digitally, and new staff hires.

In 2013, the financial well-being of the IAB is a testament to the prosperity of the industry it supports. The contribution to the financial reserve upgrades the stability of the IAB as an organization and reinforces its ability to support member needs as they arise.

IAB MEMBERSHIP BY TYPE 2009-2013



** Projections, based on unaudited data from the first 11 months of the year*

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IAB AND ADVERTISING TECHNOLOGY

Technology is the backbone of the interactive advertising and marketing industry. IAB strives to produce transparent and standardized mechanisms and guidelines that the entire industry can use to help marketers use digital media to make meaningful connections with consumers.

COMBATTING TRAFFIC FRAUD

In 2013, IAB established the Traffic of Good Intent Task Force to identify, understand, and raise awareness of the problem of fraudulent traffic, and to offer insights and recommended strategic solutions. In December, IAB and the task force released "Best Practices – Traffic Fraud: Reducing Risk to Exposure" to meet this challenge. The best practices document explains how robotic traffic can infiltrate legitimate publisher inventory and provides specific recommendations for minimizing risk. In addition, IAB published "Digital Simplified: Understanding Traffic Fraud," an educational backgrounder on how digital advertising fraud takes place.

DRIVING ADOPTION OF SAFEFRAME

SafeFrame, originally launched in 2012, provides technology that allows for the safe execution of specific interactions between publisher page and advertisement—including the ability to measure whether an ad is viewable, meaning it is compatible with the standards for viewability proposed by the Making Measurement Make Sense initiative, detailed on page 16. The shift to a viewable impression standard from a served impression standard is essential for establishing metrics that are comparable between traditional and digital media.



IAB Traffic of Good Intent Task Force delivered best practices on reducing exposure to traffic fraud

In early 2013, IAB issued SafeFrame 1.0 and began to strongly advocate for its adoption by all owners of inventory. It also encouraged all vendors selling viewable measures and rich media to enable the external component. Many rich media vendors have adopted the SafeFrame, as did one major publisher ad server. With feedback from adoptees, IAB has begun developing enhancement to the program.

ENSURING BRAND SAFETY

Marketer trust is eroded every time a brand is placed next to unsavory content or on a domain with pirated content. The Quality Assurance Guidelines is a compliance program that provides brand safety assurances to advertisers that their brand will not appear adjacent to inappropriate content. Launched in 2011 for networks and exchanges, the program has since expanded to include marketers, agencies, DSPs, SSPs, and trading desks. The 2.0 version also addresses the industry's increased reliance on automated processes and programmatic buying, as well as issues involving mobile and video.

In 2013, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting, noting that self-regulation measures, such as the IAB Quality Assurance Guidelines, are essential to the growth of this industry. In addition, Randall Rothenberg, President and CEO, IAB, championed the program in testimony to the House Judiciary Committee's Subcommittee on Courts, Intellectual Property and The Internet.

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ENABLING DIGITAL VIDEO TO SCALE

To help advertisers reach consumers using video, IAB has continued to update and encourage adoption of the IAB Digital Video Suite throughout 2013. This initiative provides technical standards so marketers and publishers can more easily deliver digital videos to large audiences across devices and players.

The IAB Digital Video Suite includes:

- The Video Ad Serving Template (VAST), which enables compliance video players to display ads from any compliant video ad server
- The Video Player-Ad API Definition (VPAID), which sets interoperability standards for rich interactive and other leading-edge forms of video advertising
- The Video Multi-Ad Playlist (VMAP), which allows content owners to describe where advertising breaks should be placed in content

AUTOMATING OPERATIONS FOR EFFICIENCY

Every premium digital media transaction has an invoice and an insertion order associated with it. IAB has aimed to develop solutions that would allow buyers and sellers to automate these aspects of transactions. Through the Digital Advertising Automation initiative, IAB has worked with workflow automation companies and invoice management firms to create standard data sets for these two documents. The data sets can now be used as a foundation for automation. The next step is to develop business rules and clarification around the common data set to ensure the fields are used correctly.



Alanna Gombert, CatalystDesk at Condé Nast, co-chaired the inaugural IAB Programmatic Publishers Task Force

OPENRTB

IAB continues to produce updates to the OpenRTB protocol, an initiative aimed at advancing the real-time bidding (RTB) marketplace by developing industry standards for exchange-based communications between buyers and sellers. Real-time bidding allows advertisers and publishers to use technology to buy and sell high volumes of targeted advertising through real-time automated trading platforms.

PROGRAMMATIC IN THE SPOTLIGHT

The proliferation of programmatic buying and selling presents the marketplace with great efficiencies as well as new, innovation-driven opportunities for growth. However, with this great evolution and change has come a profound lack of clarity and understanding.

- What does programmatic really mean? What's the difference between programmatic, real-time bidding, programmatic direct, and programmatic premium?
- Are there appropriate technical standards to enable interoperability across platforms?
- How much transparency in operation should buyers and sellers expect from vendors?
- Does programmatic require publishers, marketers, and agencies to change the organization of their teams and incentives?

In 2013, IAB launched a Programmatic Publishers Task Force to provide premium publishers a forum to come together to work on these issues. This group hosted an invite-only meeting between publishers and buyers and an open Town Hall attended by more than 170 people in November to discuss improving the programmatic marketplace. The taskforce also produced an educational series of three "Digital Simplified" documents tailored to the needs of publishers. These resources include:

- "Programmatic and Automation—The Publisher's Perspective" outlines four primary types of programmatic transactions.
- "Building a Programmatic Sales Capability" provides insight into how publishers are building the capability for programmatic transactions into their existing operations.
- "Transparency is the Key to Programmatic Success" recommends ways to increase transparency in programmatic transactions.

In addition, IAB released a market-making study with the "Winterberry Group, Programmatic Everywhere? Data, Technology and the Future of Audience Engagement." This major study surveyed more than 250 executive-level thought leaders from across the digital marketing industry to get a better understanding of the impact that programmatic buying techniques is having on the digital marketing industry. In addition to these educational documents, the OpenRTB program and the Digital Advertising Automation initiative work to ensure that programmatic creates value for the entire marketplace.

GROWING THE VALUE OF DATA

The promise of data is tremendous, but there are substantial challenges in its use. The data marketplace is staggeringly complex, even basic definitions of terminology are up for debate. Marketers, agencies, and publishers struggle to manage and control their data technically and contractually. Too much data flowing between servers compromises site performance. All parties, including the data-driven businesses that help brands deliver the right information to the right person at the right time, must consistently work to protect consumer privacy.

IMPROVING USER EXPERIENCE WITH SITE TAGGING BEST PRACTICES

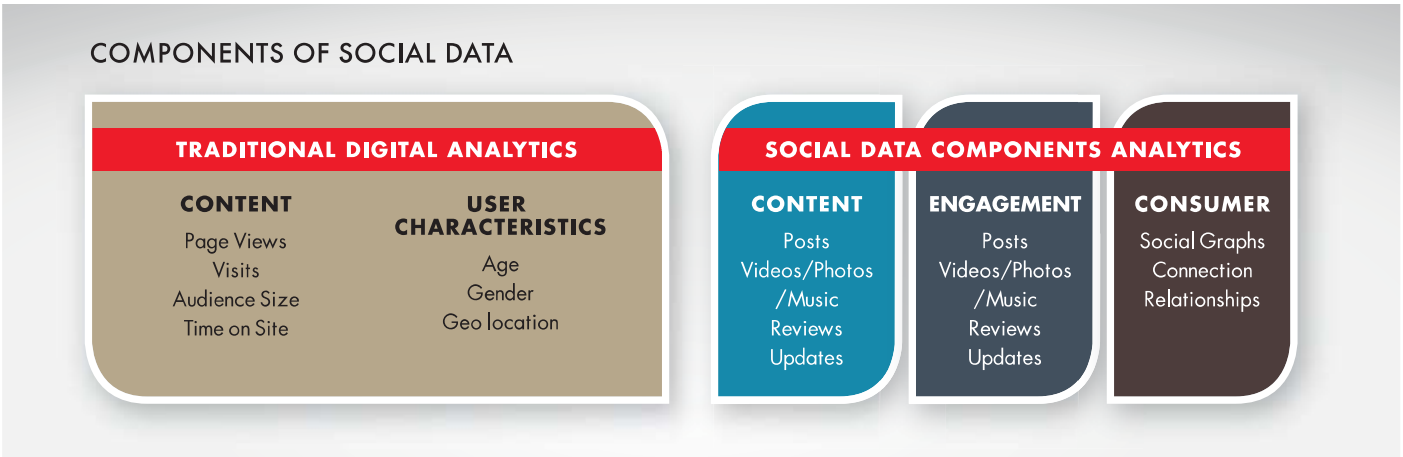
In recent years, site "tagging" has evolved into a large and complex ecosystem. Too much tagging creates problems for publishers as well as consumers, including: the unintentional transfer of data, poor site performance, and consumer privacy risk. IAB finalized the "Site Tagging Best Practices," an educational and procedural reference to address common challenges for site tag and data management. It provides insight into the rise of site-tag usage to meet evolving marketing needs, identifies areas of potential value loss to site owners, and offers prescribed best practices to mitigate these risks.

DEMYSTIFYING SOCIAL DATA

In 2013, IAB released "Social Data Demystification & Best Practice," a document providing publishers, marketers, and any other interested party with a basic understanding of industry-wide best practices for the use of social data and social data-driven campaigns. It also defines a common language for social data, which is essential because often the same terms are used for different phenomena, which complicates analysis and discussion. The report also explains what makes meaningful social data analytics, a critical understanding as the industry moves away from tracking page views in favor of social measures.

CAPTURING THE POWER OF DATA IN POLITICAL RACES

In the 2012 election year, the advertising teams behind the campaign for president and candidates of other national political elections relied on digital marketing like never before. IAB explored this trend through three reports, two produced in 2012 and one in 2013.



The graphic above depicts the unique components of social data that haven't existed in traditional media analytic channels

- "Election 2012 and Political Ad Spend Survey," conducted by IAB in collaboration with *Campaigns and Elections Magazine*, documented the perspectives of political strategists and consultants on digital advertising.

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- "Election 2012: Big Data Delivers on Campaign Promise," a whitepaper produced by the IAB Data Council, revealed similar findings; microtargeting has become the predominant means of delivering political messages online.

Following voting day 2012, IAB produced one final report on the use of digital media and data in the election—this time with the advantage of hindsight.

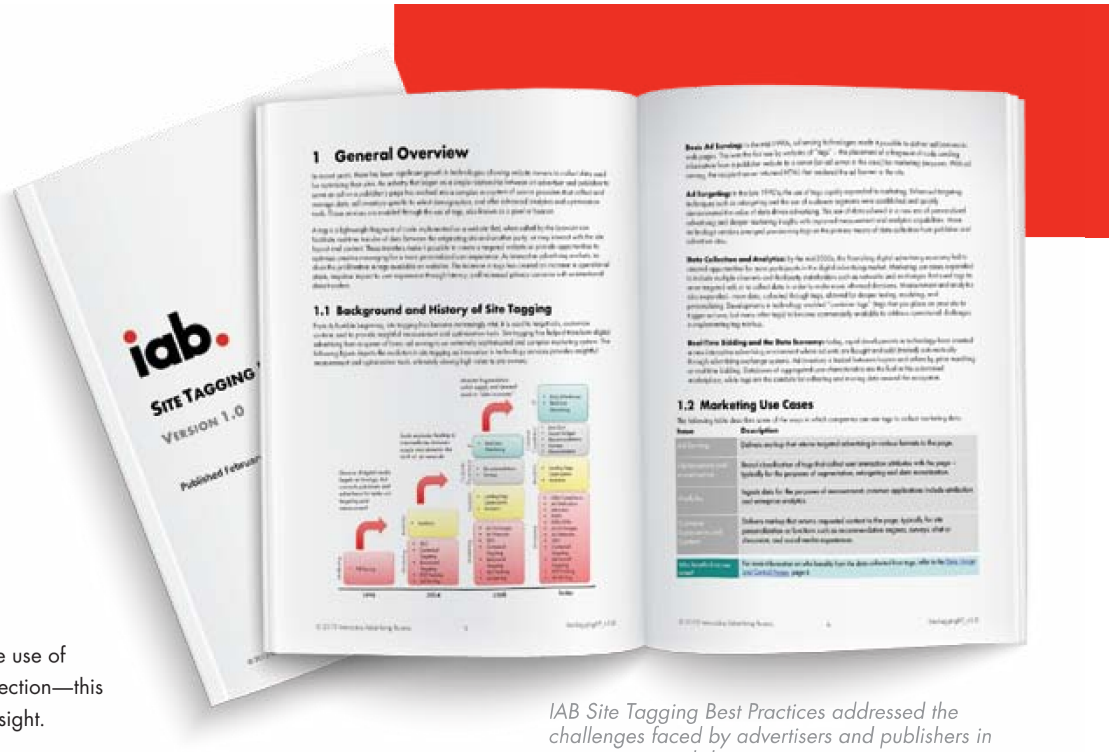
- "Big Data and Microtargeted Political Ads in Election 2012: The Challenge Ahead," a whitepaper published by IAB in February 2013, provides political industry expert analyses of microtargeting's role in the races.

For the report, Nate Silver, renowned FiveThirtyEight.com blogger and author of the bestselling "The Signal and the Noise," provided an in-depth discussion of the growing impact of the microtargeting online space.

Silver says, the future of politics belongs to microtargeted campaigning and big data analytics-led campaigns. "I would hope that the next campaigns, in 2016, would develop their analytical teams from the get-go. Where it's not just a matter of hiring pollsters, and messaging guys, it's also a matter of finding people who can extract—to use the book, here—extract the signal from the noise," he says.

DATA PRIMER 2.0

In 2010, IAB released the first Data Primer, and in 2013 IAB released Data Primer 2.0. The goal of the document is to define the data landscape as it exists today and to recommend industry best practices to guide the collection and use of data by all parties, consistent with the laws and regulations and the self-regulatory standards that apply. Adoption of these best practices will greatly reduce the uncertainty and confusion that currently exists around data usage and collection, will help educate the marketplace on acceptable corporate behavior, and will help resolve related contractual and competitive challenges. The updated Data Primer includes new sections on mobile data usage, data management platforms (DMPs), and ad exchanges, and provides the definitions for terms used for these new areas.



IAB Site Tagging Best Practices addressed the challenges faced by advertisers and publishers in site tagging and data management

EDUCATING ON AUDIENCE VALIDATION

As data-driven advertising becomes more prevalent, and as the industry gets closer to a standard definition of the digital GRP, verifying that interest-based marketing is reaching its intended audience is becoming increasingly important.

In 2013, IAB helped educate the interactive advertising community on the practice of audience validation through two events.

- In October, IAB kicked off the Marketing Intelligence Summit at DataWeek in San Francisco by participating on a panel about audience validation. Patrick Dolan, Executive Vice President and Chief Operating Officer, IAB, provided an IAB update and introduced the panel which included:
- James Deaker, VP Advertising and Data Solutions, Yahoo! and Co-Chair of the IAB Data Council; Ozgur Dogan, SVP & General Manager, Data Solutions Group at Merkle; Joshua Koran, SVP, Product Management, Turn; Matt Prohaska, Programmatic Advertising Director, The New York Times; David Wiener, VP of Products, Blue Kai; and moderator Paul Cimino, former CEO, Brilig.
- In November, IAB held a town hall on audience validation in the IAB Ad Lab. Participants included: Sean Harvey, Senior Product Manager, Google; David Simon, Director of Business Development, Turn; Molly Parr, Director, Product Marketing & Management, BlueKai; Anudit Vikram, VP, Digital Marketing Technologies, Merkle; and moderator Paul Cimino, former CEO, Brilig.

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IAB MOBILE MARKETING CENTER OF EXCELLENCE



For consumers, mobile is mainstream—for marketers, it will be soon. Mobile is set to become the principal way for brands to interact with their audiences. The connected devices that consumers take with them on-the-go are continuing to multiply, from mobile phones and tablets and phablets, to watches, to glasses, to wristbands, to who knows what next. Time spent on these gadgets is following suit, and understandably marketer spending is skyrocketing—up 142% in the last two years—to meet consumers where they already are.

But just like in the early days of the web, challenges abound. With unique attributes, major infrastructural elements like measurement still need refinement, new mobile-specific public policies are proliferating, and brands are continuing to explore the move from experimentation to reliance.

As I've said before, IAB with its legacy of nurturing the prosperous digital advertising and marketing industry, is singularly positioned to guide the continued development of the mobile marketplace. I look forward to continuing to build this burgeoning industry with the wisdom of our members and staff illuminating the path forward.

Anna Bager
Vice President and General Manager
IAB Mobile Marketing Center of Excellence

As mobile devices have become an ubiquitous part of our culture, mobile advertising and marketing have become a fixture in marketers' budgets. Soon mobile marketing will be as central to brands, as the devices are in consumers' lives. The IAB Mobile Marketing Center of Excellence, an independently funded and staffed unit inside IAB, is dedicated to fostering the growth of this burgeoning industry.



IAB Mobile Center of Excellence worked with the Digital Advertising Alliance (DAA) to create Application of Self-Regulatory Principles to the Mobile Environment, *focusing on data in mobile Web and app environments*

PUBLIC POLICY

DAA CONSUMER PRIVACY CONTROLS FOR MOBILE

In 2013, the Digital Advertising Alliance (DAA), the operator of the industry's Self-Regulatory Principles for Online Behavioral Advertising, released guidance for applying its successful program to mobile. The Mobile Marketing Center of Excellence worked closely with the DAA to produce this update. The guidance focuses on three mobile-specific matters: the use of cross-app data, personal directory data, and precise location data in apps. The cross-app data update will govern third-party collection of consumer information across multiple apps. The personal directory data refers to the access and use of a user's calendar, address book, phone and text log, as well as photos and video. The precise location data addition directs when marketers and publishers must request consumer permission to access their precise location. Additionally, the industry was put on alert that the Advertising Option Icon, as well as other facets of the self-regulatory program apply to the mobile web and apps, where feasible. Additional solutions for consumer notice and choice about behavioral advertising in the mobile environment are on the way.



IAB MOBILE PULL

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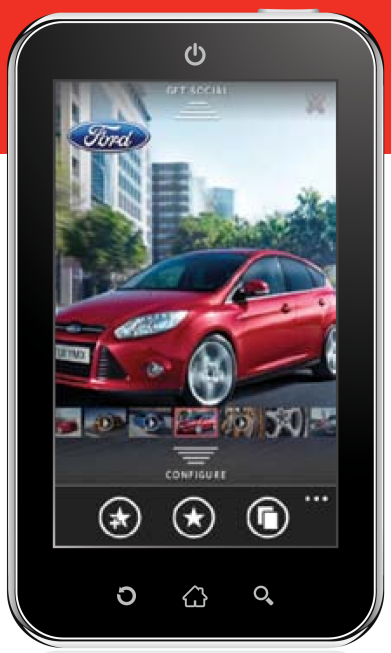
EXPANDING THE INFLUENCE IN WASHINGTON OF MOBILE CENTER MEMBERS

Pending legislation and regulation have the potential to impede the growth of the mobile advertising marketplace, and encumber the interactive experiences of consumers. In May, the Mobile Marketing Center of Excellence hosted its Washington, D.C., Fly-In, where more than a dozen IAB members, including AT&T and Verizon Wireless, Google, Microsoft, AOL, FourSquare, Tribune Digital, and 24/7 Media, voiced to lawmakers how their businesses could be impacted by pending legislative and regulatory matters. The day was packed with back-to-back meetings with the offices of eight Congressional representatives, including Rep. Jared Polis (D-CO), Rep. Ben Ray Lujan (D-NM), Rep. Bob Latta (R-OH), Rep. Suzan DelBene (D-WA), and Rep. Ted Poe (R-TX).

The following day, attendees enjoyed the opportunity to speak at the Fifth Annual "State of the Mobile Net" event hosted by the Congressional Internet Caucus Advisory Committee. The two top issues of the afternoon included how to continue to encourage mobile web growth without being choked by a lack of bandwidth, and how to protect consumer privacy.

LOCATION PRIVACY PROTECTION ACT

The Location Privacy Protection Act, sponsored by Sen. Al Franken (D-MN) and first introduced in the 2012 Congress, would mandate consumer consent for the collection of location data, subject to criminal penalty. It would also require consent for the collection of all data and necessitate disclosure regarding with whom the data would be shared. Following outreach by IAB to key legislative staff, the legislation had not been reintroduced in to this Congress by the time of this printing.



Newly inducted Mobile Rising Stars in action for Ford

formats into the official IAB Standard Ad Portfolio: Filmstrip, Pull, Adhesion Banner, Full Page Flex, and Slider. Formats evolved from winning submissions from companies including: AOL, BabyCenter, Crisp, Google, Jivox, Mediamind, Medialets, Microsoft, Pointroll, Time Inc., The Weather Channel, and Yahoo!.

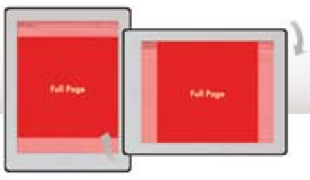
These new formats are achieving their goals. Research indicates the new IAB Mobile Rising Stars are boosting user interaction and delivering higher brand and message recall than standard mobile banner ads. An in-market study, conducted in partnership with Vibrant Media and comScore, related to the "OREO Cookie vs. Crème" marketing campaign, revealed that the new ad formats compelled almost twice as many people to interact with the ad than standard banners, and almost everyone who interacted with the Mobile Rising Stars ad recalled the brand. Favorability ran high for the Rising Stars ad, with two-thirds rating the ad "better" or "much better," than a standard mobile banner ad.



IAB MOBILE SLIDER



IAB MOBILE ADHESION BANNER



IAB MOBILE FULL PAGE FLEX



IAB MOBILE FILMSTRIP

New IAB Mobile Rising Stars ad units compelled almost twice as much interaction compared to standard banners

BUILDING BRANDS BY SETTING STANDARDS

INDUCTING THE MOBILE RISING STARS

The IAB Mobile Rising Stars program is committed to nurturing the creation of bold and deeply engaging brand marketing across all portable screens. In June, IAB inducted five Mobile Rising Stars

FINALIZING MOBILE CREATIVE GUIDELINES

In April, IAB and the Mobile Marketing Association (MMA) released the "Mobile Phone Creative Guidelines," which align with the

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IAB Display Advertising Guidelines. The guidelines supply agency creatives with standard specifications for both basic ad formats and rich media ad units, and are applicable to both the mobile web and app environments.

GUIDING HTML5 AD DEVELOPMENT

Recognizing the importance of HTML5 and the need for more efficiency, IAB released "HTML5 for Digital Advertising 1.0: Guidance for Ad Designers & Creative Technologists." The guide outlines the complexities of the ad code, and offers recommendations on how to address topics including: file and ad unit size, code and asset compression, in-banner video advertising and animation, ad server compatibility communications, and HTML5 display ad units that are not rich media.

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MOBILE AD OPERATIONS

ENCOURAGING MRAID ADOPTION

Efficiency in achieving scale with rich-media ads for mobile apps—that's the promise of the Mobile Rich-Media Ad Interface Definitions program, known as MRAID. The program defines a common application programming interface that developers can use to communicate what those ads do to the apps into which they are being served. In short, it means agencies will be able to quickly and easily run creative across mobile apps of different publishers. In 2013, IAB issued a revised version of MRAID 2.0, which removes some areas of ambiguity in the specification to encourage greater consistency in implementation and provide greater stability for creators of MRAID ads. IAB also worked steadily to educate the marketplace about this valuable solution, in part through a number of webinars and meetings in the U.S. and U.K.

EXPLORING COMMON ROOT CAUSES OF DISCREPANCIES

Ad-counting discrepancies have been around since the dawn of PC-based online advertising. And while the digital advertising industry has matured and discrepancies have dropped dramatically, mobile is still the Wild West. Variances in counting mobile ads range from 50 percent to 5 percent.

To address this issue, the IAB Mobile Center held two "Mobile Discrepancy Working Sessions," on the East Coast and another on the West Coast. The buyers and sellers who attended helped identify the causes of discrepancies, why they are happening, and how IAB can help alleviate these ad-counting differences. In September, the Mobile Ad Ops Group released the findings in the white paper, "Mobile Discrepancies: Exploring the Root Causes."

MOBILE MEASUREMENT

HIGH QUALITY MEASUREMENT GUIDELINES

In July, IAB partnered with the Mobile Marketing Association and the Media Rating Council to release final versions of Mobile Web Ad Measurement Guidelines, as well as the industry's first In-Application Ad Measurement Guidelines. These guidelines are designed to set a high standard for mobile advertising impression measurement, ensuring media companies, networks, ad servers and other active members of the industry deliver high quality data to ad buyers.

MOBILE COOKIES 101

To refute misconceptions about mobile cookies and to lend some clarity on the subject, the IAB Mobile Center issued a whitepaper called "Cookies on Mobile 101." It explains challenges to using

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cookies, such as learning about consumers who split their time between desktop and mobile devices and details how they work in different mobile environments and platforms.

SUPPLYING VALUABLE MOBILE MARKETING INSIGHTS

MOBILE MARKETING SPENDING SURGES

Marketers are becoming savvy to the many opportunities in mobile marketing and advertising, and they have boosted their mobile spend in response. Brand marketer mobile budgets surged 142 percent between 2011 and 2013, according to IAB analysis of figures released in an IAB study, produced by Ovum, updating the "Marketer Perceptions of Mobile Advertising Survey" from 2011. In addition, the number of marketers who maintained annual mobile budgets of $300,000 or more quadrupled, rising to 32 percent this year from just 7 percent in 2011.



Sold-out panel discussion at Cannes Lions International Festival of Creativity placed IAB at the center of a debate on creativity in mobile

CALCULATING MOBILE INVESTMENTS

For marketers just introducing themselves to mobile marketing and advertising, they can find calculating return on investment (ROI) particularly challenging. To quell concerns through education, IAB Mobile Center released Mobile Value, an online calculator tool, created with the help of Google, which allows marketers to calculate the ROI for their mobile investment. The web-based program examines five key mobile value-drivers: calls, app downloads, cross-device purchases, mobile site visits, and in-store sales. It then converts the data into the dollar-value the marketer can expect to gain from its mobile investment.

MOBILE ON A GLOBAL SCALE

IAB GLOBAL MOBILE ANTHOLOGY

Mobile marketing and advertising is a global marketplace of great scale, however, mobile capabilities and trends can vary drastically country-by-country. In 2013, the IAB Mobile Center and representatives from IABs from around the world worked together to help carry out and promote IAB guidelines and to conduct joint research to update the 2012 Global Mobile Anthology. The report gives a synopsis of the state of mobile in 13 different countries including Argentina, Brazil, Denmark, Spain, the United Kingdom, Australia, and New Zealand. It includes country comparisons, such as smart phone adoption rates and mobile ad revenue generated per user, and details the specific issues they each face.

GLOBAL MOBILE ADVERTISING REVENUES

Global mobile ad revenues jumped 82.2 percent to $8.9 billion in 2012, up from 5.3 billion in 2011, according to the IAB Mobile Center, IAB Europe, and global research firm IHS. Search marketing continued to lead the way with an 88.8 percent increase in revenue, followed by an 87.3 percent jump in display. North America led year-over-year growth, seeing an 111-percent rise over 2011 figures. The second fastest growing market was Western Europe, with a 91 percent increase in mobile advertising revenue.

IAB LED MOBILE INSIGHTS AT CANNES

IAB dominated the topic of mobile marketing and advertising at the Cannes Lions International Festival of Creativity. Randall Rothenberg, President and CEO, IAB, led a session entitled "IAB Presents Liquid Creativity: Secrets of the Mobile Superstars." Luminaries Lincoln Bjorkman of Digitas at the time, now at Wunderman; John San Giovanni of Zumobi; and Steven Rosenblatt of Foursquare took to the stage to discussed how to capture the hearts and minds of consumers with creativity on mobile—a media that is more defined by behavior than device. In addition, Anna Bager, Vice President, General Manager of the IAB Mobile Center, joined Rothenberg, as well as David Shin of AOL, Chris Miller of DraftFCB, and Ben Jones of AKQA, for a chat about mobile marketing trends at the AOL Advertising suite.

In preparation for these thought leadership opportunities, IAB created the "Mobile Manifesto," a comprehensive view of today's mobile creative best practices using quantitative insights from Dynamic Logic, Millward Brown's digital practice, and qualitative insights from senior-level creatives produced by Millward Brown's qualitative practice, Firefly.

MOBILE

INSIGHTS THAT PROPEL INVESTMENT

In 2013, the IAB Mobile Marketing Center of Excellence produced a valuable collection of U.S.-based and global research that has helped illuminate the young marketplace for marketers and publishers.

58% of smartphone owners surveyed regularly use their bank's mobile app and 50% use their bank's mobile-optimized web site.[4]

More than two-thirds of mobile phone owners polled say they have placed food orders via mobile devices. 50% say they have downloaded at least one restaurant-specific app.[5]

Brand marketer mobile budgets surged 142% between 2011 and 2013; the number of marketers who maintained annual mobile budgets exceeding $300,000 more than quadrupled.[1]

Global mobile advertising revenues surged 82.8% in 2012, hitting a high of $8.9 billion.[2]

43% of U.S. parents of children ages 12 or younger plan to holiday shop for their kids over Black Friday weekend—of those with smartphone, 90% percent will be using them to make shopping easier.[6]

42% of consumer electronics shopppers using their mobile device in-store made their purchase online.[3]

Mobile Rising Stars inspire nearly twice the number of people to slide, swipe or tap than did standard banners.[7]

1 **Marketer Perceptions of Mobile Advertising 2013**
Produced by Ovum

2 **Global Mobile Advertising Revenue Report**
Produced by the U.S. IAB Mobile Marketing Center of Excellence, IAB Europe and IHS

3 **Showrooming: Empowering Consumer Electronics Shoppers**
Conducted by Ipsos MediaCT in partnership with IAB

4 **Mobile and Money**
Conducted in Partnership with InMobi and Viggle

5 **Mealtime Goes Mobile: Mobile Screens' Impact on Ordering Takeout and Delivery Produced**
Conducted in partnership with Viggle

6 **Parents Go Mobile For Holiday Shopping**
Conducted by Harris Interactive for IAB

7 **IAB Mobile Rising Stars effectiveness research**
Produced by Vibrant Media and comScore in Collaboration with Oreo

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DIGITAL

AOL CEO Tim Armstrong at their Digital Content NewFronts presentation

IAB AND DIGITAL VIDEO

Sight, sound, motion, and interactivity—all beyond the constraints of traditional television commercials—the promise of digital video as a powerful storytelling medium is being recognized by marketers and the digital media community alike. In the first half of 2013, marketers spent an historic $1.3 billion on the video, an increase of 24 percent over the first half of 2012, according to IAB measures. IAB helped propel this momentum by dedicating more resources than ever to building the video marketplace.

DIGITAL CONTENT NEWFRONTS

In 2013, advertisers were dazzled by 17 presentations of original, high-quality, digital video programming. The shows featured top-tier Hollywood celebrities and rivaled the status of prime-time and subscription cable television programming.

The Digital Content NewFronts offer media buyers the chance to lock-in advertising opportunities in advance in this high-demand marketplace. In 2013, IAB was engaged by the founding partners—AOL, Digitas, Google/YouTube ,Hulu, Microsoft Advertising, and Yahoo!—to lead the event and helm the selection process for presenters. The results were outstanding with buyers reporting the NewFront experience sparked an increase in video ad spending.

The event, held in New York between April 28 and May 3, attracted approximately 5,000 attendees and included presentations from 17 powerhouse media companies, including the founding partners as well as CBS Interactive, Condé Nast Entertainment, Crackle at Sony Pictures Television, Disney Interactive, Univision, Wall Street Journal, The Weather Company, and Zynga.

IAB supported the event with a news-breaking study spotlighting the power of video, conducted in partnership with GfK. "45 Million Reasons and Counting to Check Out the NewFronts," detailed the growing reach and impact of digital video, illustrating specifically that original, professional online video captures the attention of 45 million U.S. viewers per month. Other findings showed that consumers' ad receptiveness during original professional online video programming is in line with their ad receptiveness while watching primetime TV programming on a TV set.

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CONTENT NEW UPFRONTS 2013

DIGITAL CONTENT NEWFRONTS FOUNDING PARTNERS

Prior to this landmark achievement, 21 out of the 25 leading U.S. brand advertisers including AT&T, Budweiser, Chevrolet, Citi, Ford, Geico, Home Depot, Honda, JCPenney, L'Oreal Paris, Macy's, McDonald's, Microsoft, Nissan, Samsung, Sprint, Subway, Target, Toyota, T-Mobile and Verizon had already put the Digital Video Rising Stars to use, demonstrating high brand advertiser demand for this breakthrough ad formats.

James O'Neill, VP, Director of Interactive Media, RJ Palmer, said, "These units have worked really well for us, because they continue to realize not only the primary purpose of video—reach, comparable to how television is measured—but also the supplemental benefit of aiding in the achievement of social and engagement milestones."

The winning Digital Video Rising Star ad formats were first unveiled at the Annual Leadership Meeting in February, and included ad format submissions from CBS Interactive, Celtra, DG MediaMind, DoubleClick, Innovid, Jivox, Microsoft Advertising, Mixpo, Spongecell, Tremor Video, Yahoo! and YuMe. These companies then collaborated with IAB to establish the style guide and technical specifications that would allow brands around the world to seamlessly implement each of these five brand-building stand-outs. These new formats are expected to be incorporated in the IAB Standard Ad Unit Portfolio in early 2014.

One-in-three buy-side attendees reported that the NewFronts positively impacted their plans for digital video advertising buys, and 78 percent walked away from the weeklong series with at least one new opportunity for their company or a client. Seventy percent also said they think it is likely that buyers will shift more budget away from television and into digital video over the course of the next year.

DIGITAL VIDEO RISING STARS

It's easy for a brand to re-purpose television commercials into digital video ads, but these static 30-second spots do not take advantage of all the brand building opportunities that this interactive media has to offer. To establish cutting-edge digital video ad formats that deliver deeply engaging experiences for users and are standardized across the marketplace for ease of use, IAB established the Digital Video Rising Stars program. At the end of 2013, IAB released the final Digital Video Rising Stars Style Guide & Technical Specifications featuring five new digital video formats: the Ad Control Bar, Extender, Filmstrip, Full Screen, and TimeSync.

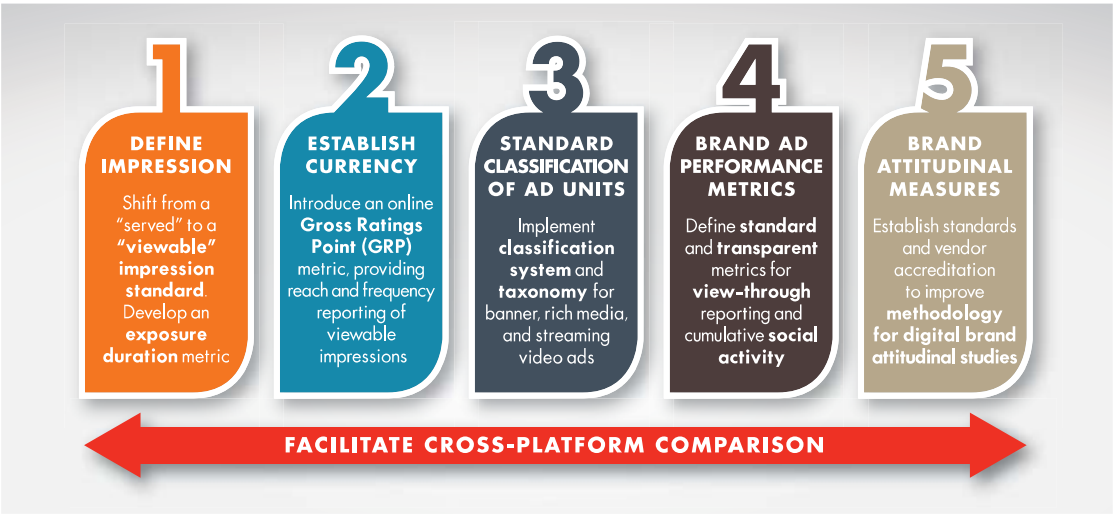


Google Executive Chairman Eric Schmidt and comedian Seth Meyers at the 2013 Digital Content NewFronts



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MAKING MEASUREMENT MAKE SENSE



Making Measurement Make Sense: Five-Part Solution

To effectively, accountably, and intelligently build brands across screens, marketers need metrics and models that can produce apples-to-apples comparisons between traditional and digital media, and across digital media. This is the demand that the Making Measurement Make Sense (3MS) initiative intends to solve—not by producing a proprietary product but by revolutionizing the way digital media is measured, planned, and transacted across the industry. The end goal is for interactive media to become a more valuable medium for everyone involved in brand advertising.

ON THE VERGE OF THE VIEWABLE IMPRESSION

Twenty-thirteen was an energetic and purposeful year for 3MS. It ended with the 3MS initiative at the threshold of an historic innovation. The first-ever, non-proprietary viewable impression standard was nearly ready to become a staple in digital media transactions and the bedrock of a new currency. Shifting to a viewable impression from a served impression standard is the foundational objective of 3MS; it is the first of the Five Guiding Principles of Digital Measurement.

The viewable impression is the key to making digital media measurement comparable to that of legacy media. In television, print, and radio the consumer always has the opportunity to see/hear the ad. This is not the case with digital media. Foundational industry technologies have only measured if an ad has been served, not how fully it rendered on the screen or how long it was present. It is an essential innovation to producing a digital Gross Rating Point.

The viewable impression standard is expected to be released in the first quarter of 2014. The Media Rating Council (MRC), the independent entity in charge of establishing and managing the process of developing, testing, and institutionalizing measurement standards with regards to this program, announced this intention in November. The release of the new standard will coincide with the lifting of the advisory the MRC issued against transacting on viewable impressions first in November 2012, and updated in June and November 2013. Once the MRC advisory is lifted, the industry will have a green light to plan, transact, and track performance using viewable impressions for display and video.

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One of the primary challenges faced in 2013 was to eliminate the high number of impressions that are unmeasurable for viewability. A primary solution to this problem is the IAB SafeFrame program, which was finalized in March 2013 and aggressively promoted to all owners of inventory. For more information on SafeFrame, please see page 6. In addition, the MRC administered a vendor reconciliation project to account for the causes of discrepancies in viewable impression counts among accredited vendors. The results will be released in early 2014.

EDUCATING THE ECOSYSTEM ON THE TRANSITION

Publishers must be ready for the shift to the viewable impression. It will change the way the value of media is measured. Part of these preparations include adopting IAB SafeFrame, but it also incorporates site design and research into how the currency change will impact the performance and price of their media. In 2013, the 3MS founders, the MRC, and industry leaders actively and publicly discussed the implications of this oncoming change.

3MS leadership participated in three web-based town halls:

- In April, IAB hosted an opportunity for the industry to converse with key technical players behind the SafeFrame program. Executives from Yahoo! and Microsoft also participated.
- In June, George Ivie, CEO and Executive Director, MRC; Bob Liodice, CEO, ANA; Eric Franchi, Co-Founder, Undertone; John Montgomery, COO, GroupM Interaction; and Michael Zimbalist, VP, Research & Development Operations, The New York Times; debated how the marketplace would contend with a more consistent currency for brand advertising interactions.
- In August, IAB hosted a robust debate on the marketplace reaction to the viewable impression, focusing on digital video viewability. Speakers included Tal Chalozin, CTO & Co-Founder, Innovid; Adam Gerber, Vice President, Sales Development & Marketing, ABC Television Networks; and Julian Zilberbrand, SVP, Global Digital Director, Strategic Partnerships & Technology Solutions, Starcom Mediavest Group.

ESTABLISHING A STANDARD CLASSIFICATION OF AD UNITS

All ad units are not created equal, and therefore a transparent classification system must be established so marketers can pick the best offerings for brand building and other marketing objectives. Traditional media has a limited number of inventory types (e.g., 30-sec spot, full-page back cover), but digital media has a myriad of units. Making Measurement Make Sense advocates a transparent classification system, adhered to by all publishers.



MRC CEO & Executive Director George Ivie discussed moving to a viewable impression at the IAB Ad Operations Summit

By the end of 2013, 3MS had composed and vetted a proposed ad classification and taxonomy for banner, rich media, and streaming video ads. These new parameters have been defined by a group of senior executives from across the ecosystem as well as the 3MS founders. Following in-market testing, this system would be finalized and would complete the "Standard Classification of Ad Units" part of the Five-Part Digital Marketing Measurement Solution.

ANA Leading the Marketing Community

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Small online publishers travelled to our nation's capital to tell their stories to Congress at the Fifth Annual IAB Long Tail Alliance Washington Fly-In

PUBLIC POLICY

As the digital advertising and marketing marketplace continues to expand to new devices, to new geographies, and toward new and never-before-seen brand ideas, IAB is on the ground educating lawmakers and advocating for the interests of IAB members as the legislation and regulations governing these new frontiers are formed.

FIGHTING AD-SUPPORTED PIRACY

In July, the White House praised IAB for its ongoing efforts to fight copyright piracy and counterfeiting stating that self-regulation measures, such as the IAB Quality Assurance Guidelines, are critical to sustaining the integrity and expansion of digital media. Then in September, Randall Rothenberg, President and CEO, IAB, championed the Quality Assurance Guidelines as one of the best solutions for thwarting advertising-supported intellectual property when he testified before the House Judiciary Committee's Subcommittee on Courts, Intellectual Property and the Internet.

ADVOCATING FOR SMALL ONLINE BUSINESS OWNERS

In June, more than 50 small publishers gathered in Washington, D.C., for the fifth annual Long Tail Alliance Fly-In, where the group had the opportunity to voice their most pressing business concerns with 27 House and 9 Senate offices. Meetings included the offices of: Congresswoman Anna G. Eshoo (D-CA), Senator Jay Rockefeller (D-WV), Congressman Ed Whitfield (R-KY), Congressman Lee Terry (R-NE), and Congressman Bob Goodlatte (R-VA). Attendees also enjoyed educational training sessions, round-table discussions, and networking events. Long Tail membership grew to 1,160 members in 2013.

PROTECTING CONSUMER PRIVACY AROUND THE GLOBE

The Digital Advertising Alliance (DAA) Self-Regulatory Program for Online Behavioral Advertising, a mandate for all IAB members under the IAB Member Code of Conduct, is quickly influencing global business. In 2012, the European Interactive Digital Advertising Alliance (EDAA) was launched to bring a similar program to Europe, and in 2013, Digital Advertising Alliance of Canada launched its self-regulatory program. A key element of this program is the Advertising Option icon, now licensed in 31 countries. Recent DAA research has shown more than half of all Americans polled would be more likely to click on an online ad that included an icon like the Advertising Option icon; and more than 73 percent of Americans polled said they'd be more comfortable with online ads if they knew they had access to the protections the DAA provides.

DEFENDING PRIVACY AND INDUSTRY IN CALIFORNIA

In 2013, IAB worked with the California Assembly, the Senate, the Attorney General's Office, and one active private citizen on several pieces of legislation that could negatively impact IAB members.

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- "Do Not Track" bill, AB 370—IAB succeeded in amending this legislation. As originally drafted, the document would have required websites to explain in detail whether or not they "honored" do-not-track browser signals, despite any industry-wide consensus as to what do-not-track means. The bill was later amended to include participation in industry-developed self-regulatory programs as a means of compliance.
- "Eraser Button" bill, SB 568—IAB also succeeded in amending this legislation. As introduced, this document would give minors broad-based rights to delete content posted online, as well as to prohibit the online marketing of a wide range of goods and services to minors. IAB worked with the sponsor's office to recognize the best practices already being used by the industry for removal of user-generated content. IAB also limited the bill's original restrictions on categories of prohibited marketing and placed more concrete parameters around a minor's right to remove posted content.
- A proposed ballot initiative to amend California's Constitution by including a "Personal Privacy Protection Act"—IAB contributed to the heavy opposition against this act and its withdrawl.

ENABLING GLOBAL BUSINESS FOR A GLOBAL MEDIUM

In early 2013, President Obama announced that the U.S. and European Union would negotiate the Transatlantic Trade and Investment Partnership (TTIP). IAB has been active in the development of this agreement by advocating on two major matters. The first is to ensure that the Safe Harbor framework, a self-certification program providing U.S. companies a means for compliance with EU data protection laws, is upheld in the long term. This agreement would also guarantee an efficient and cost-effective means for U.S. companies to comply with EU privacy laws. Second, IAB has met with influential lawmakers toward establishing an agreement that would prevent the creation of new laws requiring digital advertising and marketing firms to use local infrastructure or establish a local presence as a precondition to doing business.

BUILDING AN EFFECTIVE DO-NOT-TRACK SOLUTION

In 2013, IAB joined with the DAA to create a real-world Do-Not-Track solution. The results, expected in early 2014, could incorporate Do-Not-Track browser tools into the very successful self-regulatory program of the DAA.

IAB also remained committed to the process of the World Wide Web Consortium's (W3C) Tracking Protection Working Group as it works toward developing a global standard for the way Do-Not-Track requests will be recognized by browsers.

In addition, IAB ended the year gratified that Mozilla has decided to further delay its cookie-blocking technology and work with the digital advertising and marketing industry on consumer privacy solutions. Earlier in the year, IAB adamantly protested against Mozilla for its plans to block third-party cookies by default, using among other tactics a petition signed by more than 1,000 individuals around the world.

FIGHTING ADVERSE TAX REFORM

For decades, businesses have been able to deduct 100 percent of the cost of their advertising as a necessary and ordinary business expense. In 2013, influential members of Congress proposed tax reform legislation that would only allow a business to deduct 50 percent of its advertising costs in the year the ad runs, and would delay the deduction for the remaining 50 percent over 10 years. IAB strongly believes that if advertising is classified (in whole or in part) as a taxable business activity that brands will do less of it. The economic consulting firm IHS Global Insight has estimated it could put 1.7 million U.S. jobs at risk. To fight against this adverse legislation, IAB is working to educate key members of Congress on why the current tax treatment of advertising is important to preserve; and, supplemented those efforts late in 2013 with a letter to the Senate Finance Committee Chairman and Ranking member signed by nearly 30 members of the IAB CFO Council.



More than 1,000 publishers and advertising business leaders signed the IAB open letter to Mozilla

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2013 COMMITTEES AND COUNCILS

COMMITTEES

IAB Committees are based on 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.

Audio Committee
Mike Agovino, *Triton Digital*
Doug Sterne, *Pandora*

B2B Committee
Robert Felsenthal, *Crain Communications*
Michael Friedenberg, *IDG*
Frannie Danzinger, *Bizo, Co-Chair*

Digital Video Committee
Suzie Reider, *YouTube*
Joey Trotz, *Turner Broadcasting System*

Games Committee
Travis Howe, *Sony Pictures Television*
Kym Nelson, *Twitch*
Joy Taylor, *Electronic Arts*

ITV Committee
Chris Falkner, *NBC Universal Digital Media*
Adam Lowy, *DISH*

Local Committee
Jesus Chavez, *Univision Communications Inc.*
Greg Hallinan, *formerly with Verve Mobile*
James Smith, *Verve Mobile*

Mobile Advertising Committee
Anne Frisbie, *InMobi*
Scott Jensen, *formerly with Viacom Media Networks*
Sharon Knitter, *formerly with Cars.com*
Solomon Masch, *Time Inc.*

Networks & Exchanges Committee
Julia Casale-Amorim, *Casale Media*
David Jacobs, *AOL Networks*

Performance Advertising Committee
John Busby, *Marchex*
Dave Tan, *Google*

Social Media Committee
Kristen Fergason, *formerly with ShareThis*
Joel Lunenfeld, *Twitter*
Carine Roman, *LinkedIn*
Shane Steele, formerly with Twitter

Tablet Advertising Committee
Alex Linde, *The Weather Channel*
Ulla McGee, *IDG*

Ad Ops Council
Dan Foehner, *Facebook*
Zachary Putnam, *ABC National TV*

Ad Technology Council
Jonathan Bellack, *Google*
Jay Sears, *The Rubicon Project*

CFO Council
Thomas Etergino, *formerly with TheStreet.com*
David Geithner, *Time Inc.*
Bennett Theimann, *Mojiva*

Data Council
James Deaker, *Yahoo!*
Matthew Hull, *AT&T AdWorks*

Legal Affairs Council
Steve Hicks, *Ziff Davis*
Jason Ryning, *formerly with Microsoft Advertising*

Multicultural Council
Borja Perez, *Telemundo*
Mary Zerafa, *Impremedia Digital*

Public Policy Council
Dave Morgan, *Simulmedia*

Research Council
Stephanie Fried, *Discovery Communications*
Daniel Murphy, *Univision Communications Inc.*

Sales Executive Council
Sheila Buckley, *formerly with Vibrant Media*
Brian J. Quinn, *Triad Retail Media*

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2013 WORKING GROUPS, TASK FORCES, AND ADVISORY BOARDS

Working groups, task forces, 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.

- Accounts Receivable Working Group
- Ad Engagement Working Group
- Ad Load Performance Working Group
- Ad Ops Advisory Board
- Ad Ops Certification Advisory Board
- Ad Technology Advisory Board
- Agency Advisory Board
- Audio Ad Serving Template Spec Working Group
- Audio Tagging Working Group
- Commission on Certification
- Compensation Working Group
- Consumer Perception of Data Working Group
- Consumer Protection Task Force
- Content Marketing Advisory Board
- Content Marketing Task Force
- Creative Specs Database Revamp Working Group
- Data & Measurement Research Working Group
- Data Primer 2.0 Working Group
- Data Standards, Quality & Best Practices Working Group
- Defining Performance Working Group
- Digital Ad Operations Certification Exam Committee
- Digital Advertising Automation Task Force
- Digital Advertising Workflow Best Practices Working Group
- Digital Media Sales Certification Exam Committee
- Digital Video Emerging Tech Focus Group Task Force
- Digital Video Guidelines and Metrics Update Working Group
- Display Creative Guidelines Working Group
- Emerging Innovation Task Force
- Facial Recognition Privacy Task Force
- Future of the Cookie Working Group
- Games Platform Status Report Update Working Group
- HTML5 Best Practices Task Force
- IAB Video Suite Compliance & Testers Sub-Working Group
- Image-based Advertising Task Force
- Mobile Ad Ops Working Group
- Mobile In-App Ad Measurement Working Group
- Mobile Location Data Working Group
- Mobile Measurement Task Force
- Mobile Programmatic Buying Working Group
- Mobile Research Working Group
- Mobile Rich-Media Ad Interface Definitions (MRAID) Working Group
- Mobile Video Buyers Guide Working Group
- Mobile Video Task Force
- MRAID Compliance Test Creative Working Group
- MRAID Test Creative Project Working Group
- Multicultural Communication Working Group
- Multicultural Research Working Group
- Native Advertising Task Force
- Native Advertising Working Group
- Network Audience Definitions Working Group
- Networks Advisory Group
- Open RTB & Real Time Exchanges Working Group
- Podcasting Working Group
- Professional Development Advisory Board
- Programmatic Direct Task Force Sub Group
- Research Advisory Board
- SafeFrame Implementation Working Group
- Sales Award Working Group
- Social Media Buyers Guide Update Working Group
- Social Media Guidelines/ WOMMA and MRC Working Group
- TOGI Education Sub-Group
- TOGI Solutions Sub-Group
- Traffic of Good Intent Task Force
- Viewable Impressions: Implementation Working Group

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MEMBERSHIP

We thank all our members for their support throughout the years. With their leadership and participation, the influence of IAB on the industry will continue to grow. To learn more about IAB membership opportunities, please visit **iab.net/member_center**.

GENERAL MEMBERS

21st Century Media
24/7 Media
33Across
4INFO
5min Media
A&E Television Networks
AARP
ABC National TV
About, Inc.
Absolute Punk
AccuWeather.com
Ad4Game
Adap.tv
Adconion Direct
AddThis
adMarketplace
AdMonsters
AdoTube
Adslot
Adsmovil
AdSupply
Adtegrity
AdTheorent
Advanstar Communications, Inc.
Advertising Age Group Interactive
Aha Radio by Harman International
Airpush
Allrecipes.com
Allvoices
ALM
Amazon.com
AMC Networks Digital
American Express Publishing
AOL
AOL Networks
Apple Inc. (iAd)
appssavvy
AT&T AdWorks
AtomShockwave Corp.
Audience Partners
Audio4cast
Autotrader.com
BabyCenter
Batanga Network
Bazaarvoice
BBC Worldwide
BBN Networks LLC
Belo
Bizo
blinkx
BlogHer
Bloomberg
boston.com
Brand.net
BrandAds
BrightRoll
Burst Media Corporation
BusinessWeek Online
BuzzFeed
Buzznet
Cablevision Media Sales
Cablevision Systems Corporation
CafeMom
Caring.com
Cars.com
Casale Media
CBS Interactive
CBS Sportsline
Celebuzz
Channel Factory
Chegg
Chicago Tribune
Chitika
CIO
Clear Channel Media and Entertainment
CMG Digital
CNN.com
Collective
Comcast Spotlight
Comedy Central
Complex Media
Computerworld
Concrete Loop
Condé Nast
Condé Nast Media Group
Connexity
Cox Digital Solutions
CPXi
Crackle
Crain Communications
CSO Online
Cynopsis Media
Dailymotion
Defy Media
Demand Media
deviantART
Digital Photography Review
Discovery Communications
Disney Interactive Media Group
Dominion Digital Media
Dow Jones & Company
Earth Networks
eBay
eBay Classifieds
Editorial Projects in Education
Electronic Arts
eMarketer
e-Miles
ESPN.com
Everyday Health
Expedia Media Solutions
Exponential
Facebook
FanIQ
Fast Company
Federated Media Publishing
FindTheBest.com
Flipboard
Forbes.com
FOX News Channel
FOX Sports Interactive Media
Gawker Media
Genome from Yahoo!
Glam Media
Goodway Group
Google
Grab Media
Greystripe
GSN Games
GumGum
GunBroker.com
Half.com
Hanley Wood
Harvard Business Review
HealthiNation
Hearst Magazines Digital Media
Hotels.com
Hotwire
Hulu
IAB
I-Behavior
IDG
IDG Consumer & SMB
IDG Enterprise
IDG Entertainment
IDG TechNetwork
Idolator
IGN Entertainment
IMDB
Impremedia Digital
Inc.com
Industry Brains
InfoWorld
InMobi
Innity
Interactive One
InteractiveTV Today
Investor's Business Daily
iVillage, Inc
Jivox
Jumpstart Automotive Media
Jumptap
Jun Group
Just Jared
Just Jared Jr.
Kelley Blue Book
Kontera
LeadBolt
LIN Media
LinkedIn
Los Angeles Times
Luminate
Machinima
MailOnline
Major League Gaming
Maker Studios
MamasLatinas
Mansueto Ventures
Marchex
Martha Stewart Living Omnimedia
Martini Media
Matomy Media
MediaFire
MediaShift
Mediative
Meebo Inc.
Mercury Radio Arts
Meredith Digital
Microsoft Advertising
Millennial Media
MLB.com
Mobile Theory
Mocean Mobile
Mojiva
Morningstar
Move, Inc.
MTV
MySpace, Inc.
MyWebGrocer
NASCAR
National Football League
National Geographic
Nature Publishing Group
NBC Television Stations
NBC Universal Digital Media
NCC Media
Netmining
Network World
New York Public Radio
News Distribution Network
Newsday
NextNewNetworks
Nickelodeon
NorthStar
OGGIFINOGI
Opera MediaWorks
Optonline
Orange Advertising Network
Outbrain
OWN: The Oprah Winfrey Network
OwnerIQ
Pandora
Patch Media
PC World
Pictela
POPSUGAR
Prisa Digital
PROXi Digital
Publishers Clearing House
Pulse 360
PulsePoint
Punto New Media
Q Interactive
Q1Media
QuadrantONE
RadiumOne
Reader's Digest Association Interactive
Real Media Group
Realtor.com
Rent.com
Resonate Networks
Revision3
Rhythm NewMedia
Right Media Inc.
RockYou!
Rodale
Rovi
Samsung Electronics
SAY Media
Scripps Networks
SessionM
ShareThis
Shiny Ads
Showtime
Slacker
Slashdot Media
SmartBrief
Smartclip
Socialite Life
Sojern
Sony Pictures Television
Spafax Networks
Specific Media
SpinMedia
SponsorPay
SponsorSelect
Spotify
SpotXchange
STEEL MEDIA
Stereogum
Stipple
Strategy+Business
Street Fight
StubHub.com
StumbleUpon.com
Summit Business Media
Swoop
Synacor
Tapjoy
TargetSpot
Targetwise
TechMedia Network
Technorati Media
Telemundo
Terra Networks USA
Test Company 2D
The Associated Press
The Business Insider
The Christian Post
The Huffington Post
The New York Times Company
The Superficial
The Wall Street Journal Digital Network
The Weather Channel
TheStreet.com
Thomson-Reuters
Time Inc.
Time Warner Cable Media
Traffic Leader
Transpera
Tremor Video
Triad Retail Media
TrialPay, Inc.
Tribal Fusion
Tribune Company
Trip Advisor
Triton Digital
true[X] media
Trulia
TubeMogul
Tumblr
Turner Broadcasting System
Twitter
UberMedia

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Undertone
Univision Communications Inc.
Unruly
US News & World Report
USATODAY.com
Valassis
ValueClick Media
Vertical Search Works
Verve Mobile
VEVO
Viacom Media Networks
Vibrant Media
Videogum
Viggle
VISIT FLORIDA
Warner Bros. Media Research
Washington Post Digital
WhitePages
WildTangent
WIRED
World Wrestling Entertainment
WorldNow
WWTDD
Yahoo!
Yahoo! Contributor Network
Yahoo! en Espanol
YouTube
YP
YuMe
Ziff Davis
Zillow
ZUMOBI
Zynga

ASSOCIATE MEMBERS

[x+1]
1000mercis Inc
Accordant Media
ActionX
Active International
AcuityAds
Acxiom
Adara Media
Addroid
AdFin
AdGent
Ad-iD
AdJuggler
AdMeld
AdMobius
Adobe
Adometry
AdReady
AdRoll
AdsPromotion
ADTECH
AdTruth
Advertiser Perceptions
Adzerk
Akamai Technologies
Alliance for Audited Media (AAM)
Amobee
AppNexus
Arbitron
Archer Advisors
AudienceScience
Auditude
Bartle Bogle Hegarty
Big Fish Games
Bionic Advertising Systems
BlackArrow
Blink New Media
BlueCava
Bluekai
Booz & Company
BPA Worldwide
Briabe Mobile
Brightcove
BrightLine
BrightTag
Burt
CableLabs
Canoe Ventures, LLC
Celtra
Centro
Chango
ChoiceStream
Cisco
Cleveland Clinic
Cobalt, an ADP company
Cognitive Match
Compass Labs
comScore
ConvertMedia
Core Audience
Crisp
Criteo
CTAM: Cable & Telecommunications Association
Datalogix
DataXu
Deloitte & Touche, LLP
Dennoo
DeSilva + Phillips Investment bankers
DG
Dieste
Digilant
Disqus
Dotomi
DoubleVerify
DraftFCB
Drawbridge
Dstillery
Dynamix
Efficient Frontier
Epsilon
Ernst & Young LLP
Evidon
ExactTarget
eXelate
Experian Marketing Services
Extreme Reach
Eyeview Inc
FatTail
Flashtalking
Flite
FreakOut
FreeWheel
GfK North America
Goldspot Media
Greco Associates
Gridley & Company, LLC
HIRO-Media
iCrossing
IHG
ImServices Group
Incisent Labs Group LLC
Innovid
inPowered
InsightExpress
Integral Ad Science
Integrate
Intel
Invite Media, Inc.
Iponweb
IPS
IPSOS
IRI
Janrain
Jordan, Edmiston Group, Inc.
Kantar Media North America
Kantar Video
Kilpatrick Townsend & Stockton LLP
Kimberly-Clark Corporation
Korrelate
KPMG
Krux
Leapfrog Online
LinkShare
Liquidus
LiveIntent
LivePerson
LiveRail
LiveRamp
LocalResponse
Lotame
Magnetic
MarketShare
Markit On Demand
MarkMonitor
Maxifier
MaxPoint
Mediabrix
Medialets
MediaMath
MediaOcean
Mediaplex
MediaWhiz
Medicx Media Solutions
Merkle
Metamarkets
Millward Brown Digital
Mirror Image Internet
Mixpo
Moat
Morpheus Media
Nestle
NetSeer
NetSuite
Neustar
Newspaper Association of America
Nexage
Nielsen
nPario
OneScreen
Ooyala
OpenX
Operative
Organic Inc.
Peer39
PIVnet
Pixalate
PlaceIQ
PointRoll
Polar
Polk
PricewaterhouseCoopers
Prosper Insights & Analytics™
Proximic
PubMatic
Quantcast
Realvu
ResponsiveAds
Rich Relevance
Rocket Fuel
RUN DSP
Sales Athlete Media Network
Salesforce Marketing Cloud
SAS Institute
Scarborough Research
Screen Dreams Publishing
ScreenShot Digital
SeaChange
Semcasting
SET
Shareaholic
Sharethrough
Signalray Media
Simpli.fi
Simulmedia
Skinected
Smart AdServer
Speed Shift Media
Spongecell
SpotRight
SQAD
Szabo Associates, Inc
TagMan, Inc.
Tapad
Tealium
Telemetry Limited
Television Bureau of Advertising
Teradata
The Center For Sales Strategy
The Howard-Sloan-Koller Group
The Integer Group
The Media Innovation Group
The Media Trust Company
The Rubicon Project
The Trade Desk
Theorem
Time Warner Corporate
TruEffect
TruSignal
TRUSTe
Turn Inc.
UBL Interactive
UBM Tech
Upfront Digital Media
V12 Group
Varick Media Management
Verizon Wireless
Videology
VINDICO
Visible Measures
Visual IQ, Inc.
Vizu, a Nielsen Company
Webspectator
WebTrends
Wildfire
Winterberry Group
WiT Media
Worldata
xAD
Yext
YieldEx
ZEDO
Zenovia

NEW GENERAL MEMBERS

Aarki
Adaptly
AdColony
AdNear
adRise
Adtile
Adweek
American City Business Journals
American Media, Inc.
Anyclip
Appia
Boston Globe Media
CBS Radio
Coupons.com
Cox Media Inc.
Delivery Agent
Dial Global
DISH
eBay Enterprise
Endemol USA
FaceCake Marketing Technologies, Inc.
Flurry
Foursquare
Gravity
HIMSS Media
Hipcricket
IZEA
Kargo
LSN Mobile, Inc.
Mashable
MediaCrossing Inc.
Medula Network
Mevio, Inc.
Moguldom Media Group
Moko Social Media
MONSTER
Multiview
Namo Media
National Public Media
Nativo
News Corporation
OneSpot
Optimatic
PGA TOUR
Pinsight Media+
PodcastOne
Remezcla
RGM Group
Selectable Media
Slate
Solve Media
Spiceworks
Studio One
Taboola
Tafi Media
TapIt! by Phunware
The Economist
The Mid Roll
Time Out America
Torrential
Townsquare Media
triviaBids
TuneIn
Twitch
VertaMedia
Viewster AG
Vungle
WatchTime
XappMedia, Inc.
Ynet

NEW ASSOCIATE MEMBERS

AdLarge Media
AdNation News
AdsNative
AdSpirit
Adswizz
Adventive
Affinity Express
Ahalogy
BIA/Kelsey
C.A.S.T.
Chartbeat
Clipcentric, Inc.
clypd
CPA Detective
Dealer.com
Digonary
Ebiquity
EngageClick
Enliken
Epom
Equinix
ESCORT Inc
eyeReturn Marketing
F#
Factual
Fiksu
FinancialForce.com
Gaian Solutions
GLO Gaming
Gloto Corp.
House Party
Inadco, Inc.
Infinitive
isocket
Klout
Lijit Networks
Local Market Launch
LocationInsight
Loeb & Loeb LLP
MdotLabs
Mobilewalla
Monotype
Moontoast
MoPub
Nanigans
NewsCred
Nuance
Paradysz
Persado
Projectize Media
Research Now
Revolution Messaging
Smaato
SocialFlow
Sociomantic
spider.io
Sticky
StudioNow
TapCommerce
Teads Technology
The Estee Lauder Companies
ThoughtLeadr
Time Warner Cable
Tipalti
TripleLift
Unicorn Media
Unilever
Voltari
WhiteOps
Wiland Direct

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BUILDING BRANDS ACROSS SCREENS

Digital media has made the elusive promise of reaching the right person at the right place at the right time with the right message a reality. However, this level of precision and interactive's inherent ability to incite action through carefully targeted ads in streaming media, have pinned digital media as a direct response only vehicle. Nothing could be further from the truth. Through digital media, brands can build powerful and emotional relationships with consumers. They can tell stories dynamically in ways never before possible. They can invent new methods to communicate their brand values to the masses. And they can still impart their messages to the right person, at the right place, at the right time. More brand marketers are learning this first-hand than ever before.

IAB is deeply committed to enabling marketers to build brands across screens. A number of major IAB endeavors support this important goal. The Making Measurement Make Sense initiative is revolutionizing the way digital media is bought and sold in order to establish accountable, brand-building metrics that apply to both traditional and digital screens. The advertising technology group is innovating to establish technologies, standards, and guidelines that help streamline the creation and management of cross-screen advertising campaigns. The IAB Mobile Marketing Center of Excellence works hard to enhance brand-building capabilities across on-the-go interactive media. IAB is dedicating increasing resources to strengthening the digital video marketplace through initiatives like the Digital Content NewFronts and Digital Video Rising Stars. The research team hunts for insights that will help brand marketers learn how to make lasting impressions with consumers.

IAB also directly supports the creative community. The IAB MIXX Awards, having just completed its 9th year, elevates the art and science of interactive advertising by celebrating the world's most successful campaigns. The Rising Stars programs offer brand marketers canvasses across screens that enable creativity at scale. Reciprocal, valuable relationships with agencies and creative luminaries allow IAB to amplify the most innovative ideas and keep agencies informed about all that IAB can do to make creativity in digital easier and stronger.

IAB RISING STARS

Television has the 30-second spot. Print has full pages, half pages, and other consistent offerings. In interactive media, the equivalent is the IAB Standard Ad Unit Portfolio. These ad formats, designated by size and technical specifications, account for more than 80 percent of the display ads bought and sold. They establish operating norms that marketers, agencies, and publishers can rely on to efficiently create, buy, and sell advertising across a seemingly infinite number of websites.



The Coca-Cola Company and Leo Burnett Sydney and Chicago won Best-In-Show at the 2013 IAB MIXX Awards for "Small World Machines"

In 2010, IAB asked the industry to shake up the standard formats, to design brand-friendly, engaging, large, and richly interactive ad formats that could be easily adopted by publishers across the web. IAB asked for submissions of new ad canvases that would then be judged by an esteemed panel of agency thought leaders and checked for workability by advertising operations experts.

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The winners would be tested in market, and those that lived up to expectations would be inducted into the IAB Standard Ad Unit Portfolio. This program is called IAB Rising Stars. Since its launch, IAB has spearheaded the Display Rising Stars, Mobile Rising Stars, and Digital Video Rising Stars.

Today, 70 percent of the IAB Standard Ad Unit Portfolio has been updated, with more than half of the legacy units retired and replaced with new formats designed for rich interaction in display, mobile, and video. The Display Risings Stars are now commonplace. The IAB Billboard regularly graces the homepages of The New York Times, ESPN, Yahoo!, and YouTube, among other major publishers. In a survey of 500 agency buyers, conducted in early 2013 by Undertone for IAB, more than two-thirds of agency respondents said they were aware of the ad units and of those nearly three-quarters said they were likely to use them again. For information on Mobile Rising Stars, please see page 11. For more information on Digital Video Rising Stars, please see page 15.



Easy Way Language Center and Loducca took home an IAB MIXX Awards Gold in Tablet Marketing for "Easy Way Subtitles"

To continue to advance the program and build cross-screen standards, IAB has initiated a program called Rising Stars NEXT. Its goal is to determine what's next for the IAB Standard Ad Unit Portfolio in a world where content is fluid across screens.

IAB MIXX AWARDS JUDGES 2013

Brad Brinegar – *McKinney (Judging Panel Chair)*
Arturo Aranda – *Facebook*
Jeff Benjamin – *JWT North America*
Lincoln Bjorkman – *Wunderman*
Ed Brojerdi – *kbs+*
Andreas Combuechen – *Atmosphere Proximity*
Emma Cookson – *BBH North America*
Susan Credle – *Leo Burnett*
Brian DiLorenzo – *McCann New York and Commonwealth*
Marjorie Dufek – *Brown-Forman Corporation*
Jane Grenier – *Condé Nast Media Group*
Chet Gulland – *Droga5*
Laurie Koehler – *Intel Corporation*
Nick Law – *R/GA*
Michael Lebowitz – *Big Spaceship*
Jean-Philippe Maheu – *Twitter*
Andy Markowitz – *General Electric Company*
Chris Miller – *Abbott*
Benjamin Palmer – *The Barbarian Group*
Lou Paskalis – *Bank of America*
John Piontkowski – *Microsoft Advertising*
Elizabeth Pizzinato – *Four Seasons*
Suzie Reider – *YouTube/Google*
David Roman – *Lenovo*
Antonio Ruiz – *The Vidal Partnership*
Alan Schulman – *SapientNitro New York*
Baba Shetty – *DigitasLBI North America*
Shiv Singh – *Visa*
Marla Skiko – *SMG Multicultural*
Rick Song – *Clear Channel Media + Entertainment*
Steve Wax – *Cooke&Co*

NATIVE ADVERTISING IN THE SPOTLIGHT

For publishers, "native advertising" reinforces the value of their brands and provides a new revenue opportunity. For brands, it's a fresh and compelling way to engage with their audiences. For consumers, it means a streamlined and clean content experience. However, challenges and uncertainties abound. How is native defined? What kinds of transparencies and disclosures are needed? How can marketers, publishers, and consumers benefit most from this trend?

To help answer these questions, IAB published the "Native Advertising Playbook." More than 100 member companies from the IAB Native Advertising Task Force convened to identify the six main types of ad units currently being sold to marketers as "native."

THE CORE SIX TYPES OF NATIVE ADS

- In-feed units, which vary greatly publisher-by-publisher
- Paid search units
- Recommendation widgets
- Promoted listings
- IAB standard ads with "native" element units
- Customized formats based on the platform

The Playbook provides a clear evaluation framework for brands to assess native advertising along six criteria: form, the extent to which the ad fits with the overall page design; function, how well the ad matches the editorial feel of the content in which it is nested; integration, how well the ad unit's behaviors matches the page; buying and targeting, to what extent is the ad matched to specific content; and disclosure, how the ad is labelled as such. In addition to the work completed by the Task Force, senior-level buy-side executives supplied expert counsel on what advertisers need to consider before they embrace native. The IAB Public Policy Council contributed recommendations on sponsorship disclosures—a pressing subject which was addressed by a Native Advertising Workshop hosted by the Federal Trade Commission. IAB Native Advertising Task Force members agree: regardless of context, a reasonable consumer should be able to distinguish between what is paid advertising and what is publisher editorial content. Clarity and prominence of disclosures are paramount. Trust is essential to forging lasting relationships between consumers, brands, and content providers.



IAB MIXX AWARDS

The IAB MIXX Awards honors the year's most successful work in the international interactive advertising industry. It celebrates the pioneers, creatives, brands, and agencies that push digital marketing to greater heights of innovation and impact. The all-star judging panel is comprised of marketers who oversee some of the largest budgets in the business, advertising agency luminaries, and powerful

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The first 'IAB MIXX Awards Insights Report' crystallized what works and why in digital advertising

leaders of major media companies. Together, this diverse group wrestles through the outstanding work that they hope will inspire new breakthroughs for years to come.

Signaling critical trends in the interactive marketplace, seven first-time categories were introduced to the competition this year. They included Augmented Reality, Clicks-to-Bricks, Branded Utility, Content Marketing, Custom Mobile Rich Media Display, and IAB Standard Mobile Rich Media Display. The final new category of 2013, "Can't Be Contained!," was established to capture out-of-the-box concepts that defy classification and cross creative thresholds.

The most prestigious award of the night, Best-In-Show, was presented to The Coca-Cola Company and Leo Burnett Sydney and Chicago for the inventive and ambitious "Small World Machines" campaign. The team set to unite the people of India and Pakistan by allowing them to share a moment of happiness enabled by two interactive soft drink vending machines. Through these machines, residents from both countries could see each other, dance with each other, and share a Coke. "Small World Machines" also won golds in the categories Can't Be Contained and Digital Out-of-Home.



IAB MIXX Awards judges Jeff Benjamin, JWT, and Lou Paskalis, Bank of America, provided key agency and brand insights

IAB MIXX AWARDS INSIGHTS REPORT

The IAB MIXX Award winners are innovations in creativity and engagement that the judging panel believes will propel digital advertising and marketing to new heights of excellence. In short, the winning campaigns and executions demonstrate the elusive answer to the question: What works and why?

To crystalize these insights for the industry, IAB, for the first time ever, produced the IAB MIXX Awards Insights Report, sponsored by Microsoft. Through the voices of 17 top digital marketing experts and deep dives into a curated selection of winning campaigns, the report informs readers how digital can drive brand impact through interactivity, break new ground in mobile and video, leverage audiences and data, and maximize effectiveness of owned and earned media.

ADVANCING AGENCY RELATIONSHIPS

Agencies create the ads that drive brands and connect with the lives of consumers. They invent new ways to reach audiences, inform IAB initiatives, and benefit from many IAB industry-advancing accomplishments.

In 2011, IAB executives began to make agency house-calls in order to communicate the tools and professional opportunities IAB has to offer, and to learn more about what the agencies need from IAB. To date, IAB has met with senior-level decision makers at over two-thirds of the largest and most influential creative, digital, and media agencies, such as Grey, BPN, MEC, DraftFCB, The Vidal Partnership, and Optimedia. This program has driven deeper agency engagement with IAB initiatives as seen in conference attendance from visited agencies, uptick in IAB MIXX Awards submissions, Rising Stars adoption, requests for research participation, inquiries about membership, and interest in potential buy-side professional development and certification programs.

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