

BUILDING A GLOBAL NETWORK

The liquidity of digital media gives marketers unprecedented opportunity to build their brands across borders. The network of 40 international IABs with its trove of IAB member companies are helping our members build a world-wide marketplace. Global standards and global best practices are increasingly supporting this inherently global marketplace and enabling seamless and diverse transactions across geographies.

IAB FLOURISHES INTERNATIONALLY

International IABs are growing, maturing, and prospering. Over the last two years, membership across the IABs has risen 166 percent, according to a biannual survey of the international outposts. Demonstrating the strength and professionalism of these IABs, 63 percent are supported by a full-time CEO. Seventy-eight percent now

provide education and networking opportunities by hosting annual events. The international IAB network is flourishing and accelerating the growth of the global interactive advertising marketplace.

ADVERTISING LEADERS FROM AROUND THE WORLD CONVERGE AT THE IAB GLOBAL SUMMIT

In September, 80 digital media and marketing executives from 27 countries gathered in New York for two days to exchange ideas, understand the universal challenges of the digital industry, and foster collaboration.

Leading digital industry thinkers shared their insights and experience. Venture capitalist Howard L. Morgan, Partner, First Round Capital, revealed the global trends he's following in digital and how they influence investment decisions. Mark Renshaw, Chief Innovation Officer, Leo Burnett, and B. Bonin Bough, VP of Global Media and Consumer Engagement, Mondelez International, shared how agencies and marketers are making connections with consumers around the world.

IAB leaders from around the globe discussed the greatest challenges and opportunities in their marketplaces. Alice Manners, CEO, IAB Australia, presented a market overview of Australia and the Asia/Pacific region. Didier Ongena, Treasurer, IAB Europe, and Thomas Schauf, Head of European & International Affairs, BVDW, discussed key drivers for growth in Europe. Gabriel Richaud, Director, IAB Mexico, broke down Latin America, and Chris Williams, President, IAB Canada, delivered a detailed look at the Canadian marketplace. The cooperation that came to life at this historic event reinforced the full potential of the IAB global network to overcome obstacles, extend standards and best practices, and uncover new opportunities.

ADVANCEMENTS OF SELF-REGULATION IN EUROPE

The European Interactive Digital Advertising Alliance (EDAA), unveiled last year as the European companion of the Digital Advertising Alliance (DAA), continued to advance the IAB priority of self-regulation for online behavioral advertising.

In November, the first companies were awarded the EDAA "Trust Seal," demonstrating compliance with the EU Self-Regulatory Programme on Online Behavioural Advertising, the European counterpart to the DAA's Self-Regulatory Program. In addition, the organization kicked off an online consumer awareness campaign funded in part by IAB Europe and its local members. The initiative educated consumers about the Advertising Option icon, and

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provided more information about how they can protect their privacy online. To continue guiding achievements like these, the EDAA appointed its first chairman: Nick Stringer, Vice Chair of IAB Europe's Policy Committee, Director of Regulatory Affairs at IAB U.K.

INFLUENCE BEYOND THE IAB NETWORK

Responding to high demand for IAB services and standards, IAB accelerated activity with organizations in countries including China and Japan, where an official IAB presence is yet to be established.

IAB strengthened its relationship with leaders of interactive advertising in China by releasing the first-of-its-kind joint research paper with the Interactive Internet Advertising Committee of China (IIACC) and participating with Chen Yong, General Secretary, IIACC, in a webinar to discuss the findings. The report highlighted the differences in behaviors of mobile consumers in both countries and indicated that the People's Republic could become a "one screen nation," outpacing the U.S. in consumers who use smartphones as their sole or primary media device.



In a statement, Chen Yong said, "In China, the smartphone is an extension into the world; while in the U.S., the smartphone is an extension of the individual...This study is a good start for cooperation between IAB and IIACC. We will continue our cooperation in the future, and make contributions to industry development in China and in the United States."

In an effort to improve Japanese consumers' brand experiences online, the D.A.Consortium (D.A.C), a digital media agency holding company based in Tokyo, launched the IAB Mobile Rising Stars in Japan. D.A.C. also produced formal research into the effectiveness of these new ad formats that demonstrates how they improve ad effectiveness by lifting brand awareness (aided) by 16 percent, boosting intent to purchase by 49 percent, and increasing interaction rates by 10 percent.

IAB continues to explore new markets, setting its sights on strategic territories such as the Middle East and North Africa (MENA) region, India and South Korea.



B. Bonin Bough, VP of Global Media & Consumer Engagement, Mondelez International, discussed Oreo's worldwide marketing goals at the IAB Global Summit

INTERNATIONAL MEMBERSHIP

Launched at last year's IAB Global Summit, the International Membership category is a way to bring a global voice into the U.S. councils and committees, and for international members to stay informed about the endeavors and achievements of IAB. In the first year of this membership category, several companies from France, Ireland, Russia, Romania, Sweden and Turkey have been welcomed into the fold, with businesses from Australia, Mexico, Netherlands and more showing serious interest in participating.



Alice Manners, CEO, IAB Australia, updated IAB Global Summit attendees on the state of the industry in her marketplace

IAB—A CENTER FOR LEARNING

The digital advertising industry is innovating and advancing at lightning speed. But for it to mature, there must be opportunities for industry participants to receive formal education that's based on and reinforces standards of knowledge. Shared language and expertise breed professionalism and productivity, and empower employers and prospective partners to make more meaningful decisions when judging who to trust with their business. In 2013, IAB provided more individuals than ever before the chance to build and demonstrate their mastery of the field.

IAB DIGITAL AD OPERATIONS CERTIFICATION PROGRAM

In September, IAB launched the IAB Digital Ad Operations Certification Program, the first credential of its kind in the advertising technology arena. The centerpiece of the program is a rigorous test designed to establish the benchmark in the breadth and depth of knowledge that professionals at digital publishers, advertising agencies, trading desks, demand-side platforms, and exchanges should have.

The exam measures professionals' proficiency in seven main areas: executing a campaign; managing live campaigns; managing emerging technologies; creating, maintaining, and documenting product offerings; managing incidents; inventory management and integrity; and managing client and partner relationships.

In 2013, nearly 100 ad ops professionals took the test, with IAB members Operative Media and Theorem leading the way as the first companies requiring their ad ops teams to pass the exam.

IAB DIGITAL MEDIA SALES CERTIFICATION PROGRAM

The most effective sales forces are educated sales forces. In its first full year, the IAB Digital Media Sales Certification Program—which established the first-ever standard of expertise for digital media sales—has been widely embraced by major publishers. Since its launch, more than 2,000 people have applied for certifications, nearly 1,400 certifications have been awarded, and hundreds more candidates are queued up to take the certification exam in 2014.



In May, AOL became the first large-scale digital media company to require its entire sales team pass the exam, marking a major milestone for the program. Earlier in the year, 24/7 Media, About.com, and Triad Retail Media committed to a sales hiring preference for certificate holders. Other top enrollers include Yahoo!, Time Warner Cable Media, Condé Nast/CN Media Group, and NBC Universal + Comcast Spotlight.

While the majority of the certificants hail from urban areas around the country, growth is expected from smaller markets. Local radio broadcasters, newspapers, and other small business content publishers have expressed interest in gaining competence in digital media sales. The program is also being promoted worldwide in countries including Canada, Singapore, Australia, and Ireland. The number of individuals around the world proven to grasp key concepts and best practices in interactive advertising sales has never been higher.

DEVELOPMENT OF A RECERTIFICATION PROGRAM

The digital advertising and marketing industry evolves rapidly, and professionals—even certified professionals—must continue their education in order to remain informed practitioners. Certificants of the Digital Media Sales and Digital Ad Ops programs are required to partake in a recertification program every two years to maintain their award status, and ensure their industry knowledge is up-to-

date. In 2013, IAB published guidelines outlining these recertification requirements, which include either retaking the certification examination or accruing at least 24 hours of continuing education credits. IAB is developing easily accessible opportunities for certificants to earn continuing education credits, such as participating in professional development classes, seminars, webinars or training; attending an industry conference; or participating in presentations at industry meetings and guest lectures.

CERTIFICATION PROGRAM PREPARES FOR ACCREDITATION

The IAB is in the process of pursuing accreditation for its Digital Certification Programs, a move that will further enhance their value as professional credentials. It is working closely with American National Standards Institute on a rigorous evaluation of all aspects of the programs, from curriculum to testing standards, with the goal of achieving accreditation in 2014.

BUY-SIDE CERTIFICATION

In response to demand from agencies and marketers, IAB is developing a Buy-Side Certification Program, which the organization expects to launch in 2014. Details are forthcoming.

COLLEGE CURRICULUM DEVELOPMENT

IAB member companies continue to grapple with the lack of qualified college graduates available to fill jobs in digital marketing. To this end, IAB is in discussions with several universities to help them design digital marketing curriculum that will help students develop the technical skills and other knowledge relevant to today's digital media marketplace.

"IAB DIGITAL SIMPLIFIED"

For quick hits of need-to-know industry knowledge, IAB launched the content series "IAB Digital Simplified." It provides professionals, students, and people of all levels of experience and understanding with easy-to-understand explanations of major marketing trends.

The program kicked off with three short videos produced by IAB and sponsored by Operative. The first video, entitled "How SafeFrame Enables Viewability and Innovation," was unveiled in August and had received more than 1,700 views by mid November. Other videos in this trilogy include: "Understanding IAB Digital Media Sales Certification" and "IAB Digital Video Suite and the Growth of Digital Video Advertising." Six brief educational reports were also published as part of the IAB Digital Simplified series, including "Understanding Programmatic and Automation" and "Understanding Mobile Cookies."



New educational series makes digital advertising easy to understand for professionals of all levels



THOUGHT LEADERSHIP

*Randy Kilgore, Tremor Video
& IAB Board Chair, IAB Annual
Leadership Meeting*

*Amanda Richman, Starcom USA, and
Randall Rothenberg, IAB Cross-Screen
Content & Consumers*

UNITING BIG IDEAS WITH THE PEOPLE WHO BRING THEM TO LIFE

In 2013, IAB expanded the digital advertising and marketing ecosystem by hosting events that opened and challenged the minds of 6,000 go-getters and influencers who advance the industry every day. At 26 events across the country, insights were illuminated, conventions were questioned, the stories of wins and losses were candidly shared, solutions to obstacles were debated and promoted, and new opportunities were forged. IAB events are where marketers and advertisers—which made up nearly 40 percent of attendees—as well as publishers, technologists, data scientists, and venture capitalists meet to bring big brand ideas to life.

*Sir Martin
Sorrell, WPP,
IAB MIXX*

*Susan Wojcicki, Google,
IAB Annual
Leadership Meeting*

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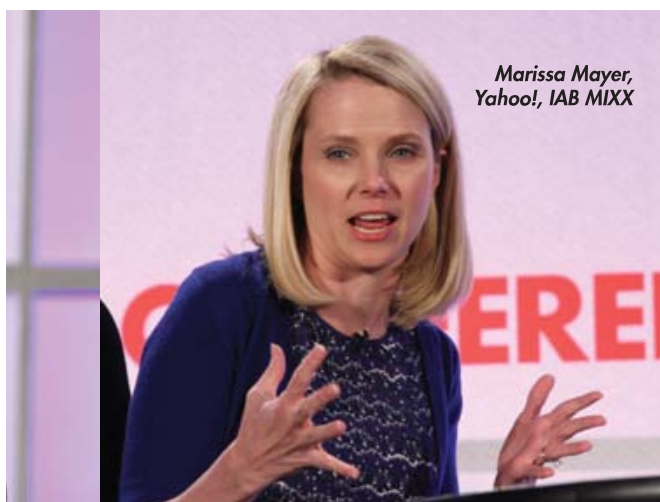
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*Jim Speros, Fidelity Investments,
IAB Annual Leadership Meeting*



*Doc Searls,
Customer Evangelist,
IAB Ad Technology
Marketplace*



*Marissa Mayer,
Yahoo!, IAB MIXX*



*Seth Demsey, AOL,
IAB Ad Technology
Marketplace*



*Lars Feely,
Neo@Ogilvy New
York, IAB Mobile
Marketplace*



*Geri Wang, ABC,
IAB Cross-Screen
Content & Consumers*

THOUGHT LEADERSHIP



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eBay, IAB MIXX*



*Quentin George,
UNBOUND,
IAB Ad Operations Summit*



*Lars Albright, SessionM,
IAB Mobile Marketplace*



*John Hodgman,
comedian & host,
IAB MIXX Awards*



*Jay Sears,
Rubicon Project,
IAB Ad Technology
Marketplace*



*Thomas Fellger,
iconmobile,
IAB Mobile
Marketplace*



*Jean-Philippe Maheu,
Twitter, IAB Cross-
Screen Content &
Consumers*



*David Fischer,
Facebook,
IAB MIXX*

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RMC EX2028

Colleen DeCourcy,
Wieden+Kennedy,
IAB MIXX



INNOVATIVE... INSPIRING...IMPACTFUL

IAB 2014 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 9 - 11, 2014 • Palm Desert, CA

MOBILE: IAB MARKETPLACE

April 7, 2014 • New York

IAB CROSS-SCREENS

May 15, 2014 • New York

ADVERTISING TECHNOLOGY: IAB MARKETPLACE

June 9, 2014 • New York

IAB MIXX CONFERENCE & EXPO

September 29 - 30, 2014 • New York

IAB MIXX AWARDS

September 30, 2014 • New York

IAB AD OPERATIONS SUMMIT

November 3, 2014 • New York

Nate Silver,
FiveThirtyEight.com,
IAB Annual
Leadership
Meeting



Youssef Squali,
Cantor Fitzgerald,
IAB Ad Technology
Marketplace



THOUGHT LEADERSHIP

Electronics showroomers are more likely to buy and will spend an average of \$600 more than non-showroomers.¹

U.S. internet ad revenue hits an historic high of \$20.1 billion for the half-year 2013, up 18% over HY 2012. Mobile revenue hit \$3 billion, up 145% over HY 2012.²

PRODUCING INSIGHTS THAT BUILD THE INDUSTRY

IAB research advances the digital media and marketing industry by delivering information that marketers, publishers, agencies, and investors need to build brands and business. In 2013, the timely and well-designed studies captured valuable trends in consumer behavior—here in the U.S. and in China—and revealed details about the preferences and operations of advertising industry participants. Together, these discoveries are illuminating the path to new opportunity for all stakeholders.

Total U.S. internet advertising revenues for the first three quarters of 2013 reached \$31 billion, 17% growth from the previous year.²

Mobile users are twice as likely to interact with a Mobile Rising Stars ad than a standard mobile ad and 23% more likely to recall the brand message.³

When 15% of a TV advertising budget is shifted to digital, it drives a distinct increase in advertiser reach and increases effectiveness as measured by brand effect metrics.⁴

Creatives say consumers respond to mobile ads that give them something back.⁵

Chinese smartphone owners report less TV-watching and reduced print consumption as a result of owning a mobile device, while U.S. smartphone owners are more likely to consume other media with mobile device in-hand.⁶

85% of advertisers and 72% of publishers report using programmatic auction strategies.⁷

91.7% of advertising industry stakeholders surveyed said omnichannel marketing—where audiences are engaged across multiple screens—holds great value, and 82.4% said they intend to invest in it.⁸

Original professional online video captures the attention of 45 million U.S. viewers per month, highlighting the importance of the Digital Content NewFronts.¹¹

Summer skin care product buyers are heavy digital media users and are twice as likely to be influenced by online advertising when purchasing beauty products than the average consumer.⁹

78% of media buyers found new opportunities at the Digital Content NewFronts and 70% predict TV dollars will shift to digital within next 12 months.¹²

Following the 2012 election, the power and promise of microtargeted advertising and messaging was found to have mass appeal to candidates.¹⁰

¹ **Showrooming: Empowering Consumer Electronics Shoppers**
Conducted by Ipsos MediaCT in partnership with IAB

² **IAB Internet Advertising Revenue Report**
Quarterly report prepared by PwC US

³ **Mobile Rising Stars Ad Interaction & Effectiveness**
IAB study produced by Vibrant Media and comScore in Collaboration with Oreo

⁴ **A Comprehensive Picture of Digital Video and TV Advertising: Viewing, Budget Share Shift and Effectiveness**
Nielsen research study commissioned by the IAB

⁵ **Mobile Manifesto: Creative Leaders on the Art Of Successful Mobile Brand Advertising**
Quantitative and qualitative study by IAB and Millward Brown

⁶ **Mobile's Role in a Consumer's Media Day in the United States and in China: The Smartphone as an Extension of the Self and an Extension into the World**
First-of-its-kind cross-cultural report, developed jointly by the Interactive Advertising Bureau (IAB) and the Interactive Internet Advertising Committee of China

⁷ **Programmatic Everywhere? Data, Technology and the Future of Audience Engagement**
Whitepaper by IAB and the Winterberry Group

⁸ **Taking Cues From the Customer: 'Omnichannel' and the Drive For Audience Engagement**
Whitepaper by IAB and the Winterberry Group

⁹ **Summer Skincare Digital Report**
IAB report based on data from Prosper Insights

¹⁰ **Big Data and Microtargeted Political Ads in Election: The Challenge Ahead**

¹¹ **45 Million Reasons and Counting to Check Out the NewFronts**
IAB study conducted in partnership with GfK

¹² **Digital Content NewFronts attendee survey**

EXPANDING THE COMMUNITY AT THE IAB AD LAB



The digital world is growing, and the physical space needed for participants to collaborate, innovate, and learn is growing, too. Twenty-thirteen marked a year of expansion for the IAB Ad Lab with the launch of the new IAB Ad Lab Meeting Center, in which the Ad Lab's signature loft space was joined by three new spacious conference rooms. Attendance to the IAB Ad Lab Meeting Center grew from 5,000 people in 2012 to more than 7,200 people

in 2013. Over the course of the year, the state-of-the-art suite of facilities located directly above IAB headquarters in the heart of Manhattan served as the venue for passionate debate between IAB MIXX judges, a meeting place for industry-wide events such as Social Media Week, enlightening professional development courses, and the sharing of ideas between global leaders of the interactive advertising industry.

2013 HIGHLIGHTS FROM THE IAB AD LAB MEETING CENTER

- Mobilecultural: How to Reach the Emerging Social, Mobile & Multicultural User, part of Social Media Week
- IAB Authors Roundtable, part of Social Media Week
- Digital Content NewFronts Insights Breakfast: Research on the Digital Video Consumer
- Multiple IAB Town Halls on topics including Intersection of Mobile and TV and Making Measurement Make Sense
- IAB Inaugural Content Marketing Town Hall: Collaborative "Win-Win" Approaches for Publishers and Brands
- IAB Native Advertising Task Force Kickoff
- Congressional Meet and Greet Breakfast w/ New Democrat Coalition
- DoubleClick "First Five Years" Reunion
- UVA Advertising & Media Alumni Event
- IAB Global Summit
- Chinese Advertiser Delegation and IAB Meet & Greet
- Japanese Magazine Advertising Association and IAB Meet & Greet

2013 IAB AGENCY ADVISORY BOARD

The Agency Advisory Board is composed of agency thought leaders who are reshaping the way advertising, media, and marketing communications work in the interactive era. Their creativity, insights, and influence help drive IAB brand-building initiatives.

Michael Lebowitz, *Big Spaceship*, Board Chairman

Jeff Benjamin, *JWT*

Lincoln Bjorkman, *Wunderman*

Conor Brady, *HUGE*

Brian Clark, *GMD Studios*

Emma Cookson, *Bartle Bogle Hegarty*

Susan Credle, *Leo Burnett*

Colleen DeCourcy, *Wieden + Kennedy*

Brian DiLorenzo, *McCann Erickson*

Quentin George, *\UNBOUND*

Christian Haas, *Goodby, Silverstein & Partners*

Matt Harrington, *Edelman*

Brad Kay, *SS+K*

Sophie Kelly, *Barbarian Group*

Nick Law, *R/GA*

Alexandre Mars, *Phonevalley*

Nigel Morris, *Aegis Media*

Janet Northen, *McKinney*

Jim Russell, *McKinney*

David Sable, *Young & Rubicam*

Richard Schatzberger, *co:collective*

Pete Stein, *Razorfish*

Sarah Thompson, *Droga5*

Steve Wax, *Cooke&Co*

Lisa Weinstein, *Starcom MediaVest Group*

Bryan Wiener, *360i*

John Winsor, *Victors & Spoils*

CONTENT MARKETING IN THE SPOTLIGHT

Online, brand stories can be told through commercial breaks in videos, standard display ads, rich media, on mobile, and more. In 2013, advertisers accelerated their adoption of content marketing, a burgeoning form of brand storytelling in which marketers produce entertaining and informative content that's integrated into a publisher's own brand experience. Content marketing reinforces the value of publisher brands and the role of marketers as expert storytellers. For audiences, content marketing naturally pulls at their attention as any non-sponsored content might, thereby producing an organic and seamless brand encounter. All parties benefit from this new approach.

However, the term "content marketing" and its practice are fraught with confusion. To help publishers and marketers navigate this promising but complex field, IAB established the Content Marketing Task Force. The task force of nearly 50 IAB members met for the first time on May 1, and decided to produce a Content Marketing Primer. This document would define the content marketing arena as it exists today, provide guidance on conforming to editorial standards, and emphasize the necessity to clearly identify marketer content.

In December, IAB published this valuable resource. The Primer defines content marketing as the marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience. It differs from advertising, advertiser storytelling, and other promotional vehicles in one specific way: the intent is to provide useful, educational, or entertaining information that stands on its own merit without a call to action. The Primer also asserts that the continued growth of content marketing depends on strict adherence to the IAB dictum that "disclosure is not an option but a requirement." Native advertising is a subset of content marketing.

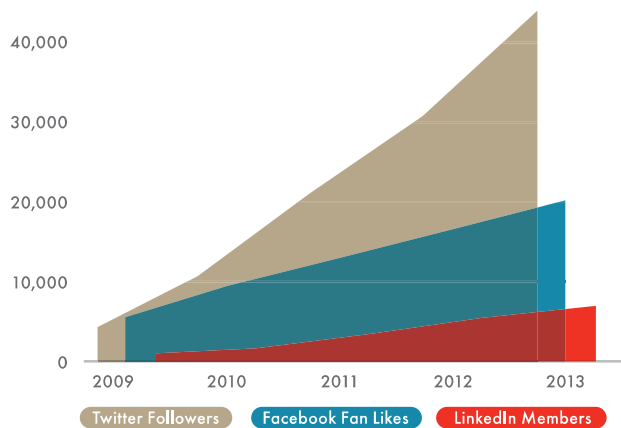
Content marketing empowers marketers to make meaningful connections with consumers in a new way, and offers publishers an opportunity for new revenue streams. By reducing confusion about terminology and clarifying the content marketing landscape, IAB is helping both marketers and publishers benefit from this new approach.

MARKETING

EXPANDING THE INFLUENCE OF IAB

Powerful marketing solutions amplified the IAB mission in 2013. Through a variety of communications efforts, IAB shaped marketplace conversation across a multiplicity of topics and stimulated the minds of key industry audiences.

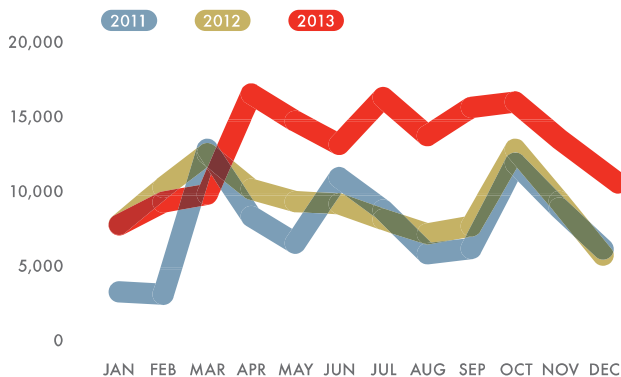
TWITTER FOLLOWERS, FACEBOOK FAN LIKES, AND LINKEDIN MEMBERS ALL UP IN 2013



THOUGHT LEADERSHIP ON PRESSING ISSUES TOP IAB BLOG POSTS 2013

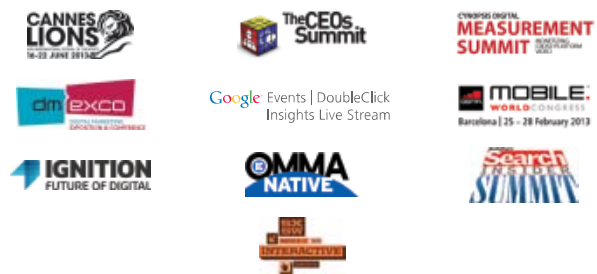
RANK	TITLE	VIEWS
1	Has Mozilla Lost Its Values?	7622
2	The IAB's Top 8 Digital U.S. Universities	2888
3	The IAB Rising Stars: Study Findings and Industry Recommendations	2853
4	Mozilla's Kangaroo Cookie Court	2782
5	10 Surprising Facts About Banner Ads	2622
6	Eliminating Programmatic Confusion—The Road to Publisher Clarity	2564
7	The Fourth Quarter Countdown to Viewability	2239
8	Native Advertising is _____?	1783
9	Social Media: Planning for Real Time in Sports Marketing	1766
10	IAB Goes Native	1688

STORYTELLING THROUGH VIDEO IABTV VIDEO VIEWS UP IN 2013

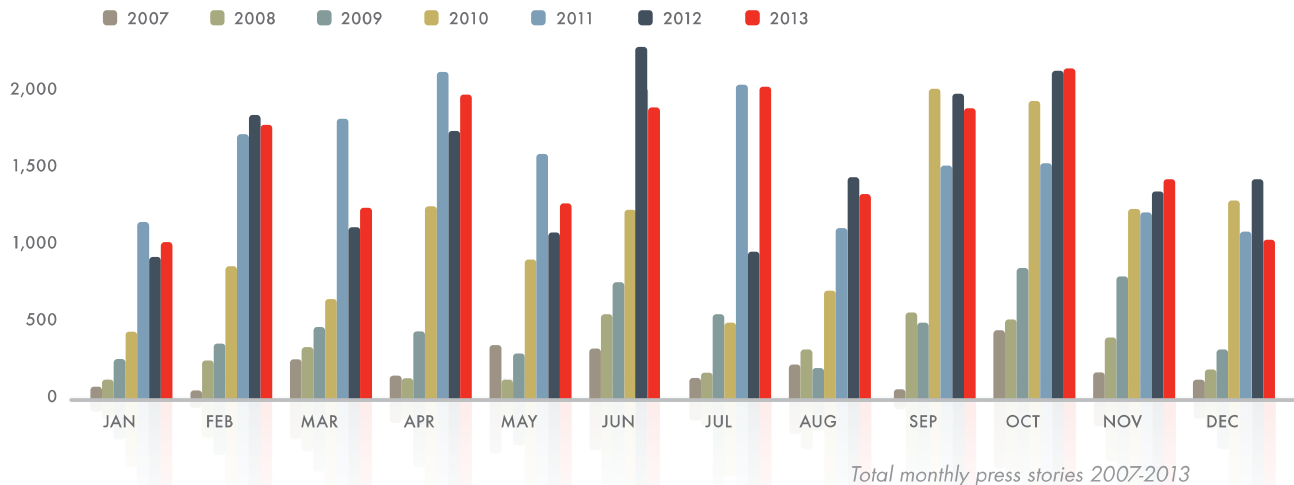


IAB EXECUTIVES SHARE INSIGHTS AT KEY INDUSTRY EVENTS

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



TOP-LINE PRESS RESULTS

IAB PRESS STRATEGY 2013
FOCUS ON MAJOR MEDIA OUTLETS**BUSINESS INSIDER**

Anna Bager, for the second year in a row, named to top 28 most important women in Mobile Advertising – September 2013

Bloomberg
TELEVISION

Is Facebook Playing Catch-Up on Mobile Video Ads? – Anna Bager on Bloomberg Surveillance TV, December 2013



Mobile To Play A Key Role During Black Friday, Joe Laszlo on Fox News TV – November 2013

THE WALL STREET JOURNAL

Phony Web Traffic Tricks Digital Ads – October 2013

ADWEEK

Mike Zaneis named Adweek's Top 50 Execs who Make the Wheels Turn – October 2013

AdvertisingAge

WHAT'S NEWS TO WHAT'S NEXT
Is the IAB Doing Enough – byline by Ari Bluman – October 2013

BUSINESS INSIDER

The Magic Behind Three Of The Most Effective Ad Campaigns Of 2013 – IAB MIXX Insights Report – October 2013

ADWEEK

IAB to Rally Industry Against Bogus Publishers and Bots, Forming Task Force led by John Battelle and Penny Price – AdWeek, April 2013



Native' ads to drive digital media growth: report – December 2013

ADWEEK

Randall Rothenberg: The Definition of Advertising Has Never Been More Unclear, Source of both opportunity and crisis – September 2013

The New York Times
NYTIMES.COM

Debating the Changing Economics of Editorial Content – September 2013



Publishers' Programmatic Plea: Where's The Transparency? – December 2013

The Washington Post

Microtargeting has growing influence in political campaigns, says Interactive Advertising Bureau – February 2013

WHO IS IAB?

2013 EXECUTIVE COMMITTEE

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Executive Officer

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Vivek Shah
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Vice Chair

Neal Mohan
Google

David Moore
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David Morris
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Bill Todd
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Lisa Utzschneider
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Rik van der Kooi
Microsoft Advertising

Denise Warren
The New York Times Company

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Mike Keriakos
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Seth Ladetsky
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Dave Madden
Electronic Arts

Jean-Philippe Maheu
Twitter

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Jim Norton
AOL

Paul Palmieri
Millennial Media

Leslie Picard
Time Inc.

Scott Schiller
NBC Universal Digital Media

Drew Schutte
Condé Nast

Tad Smith
Cablevision Systems Corporation

John Trimble
Pandora

John Vilade
Hulu

Jacob Weisberg
Slate

Mike Welch
AT&T AdWorks

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Hearst Magazines Digital Media

EX OFFICIO

Rich LeFurgy
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Founding Chairman

Bruce Gordon
Treasurer

Joe Rosenbaum
ReedSmith LLP
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212 380 4700

The Interactive Advertising Bureau (IAB) is comprised of more than 600 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.

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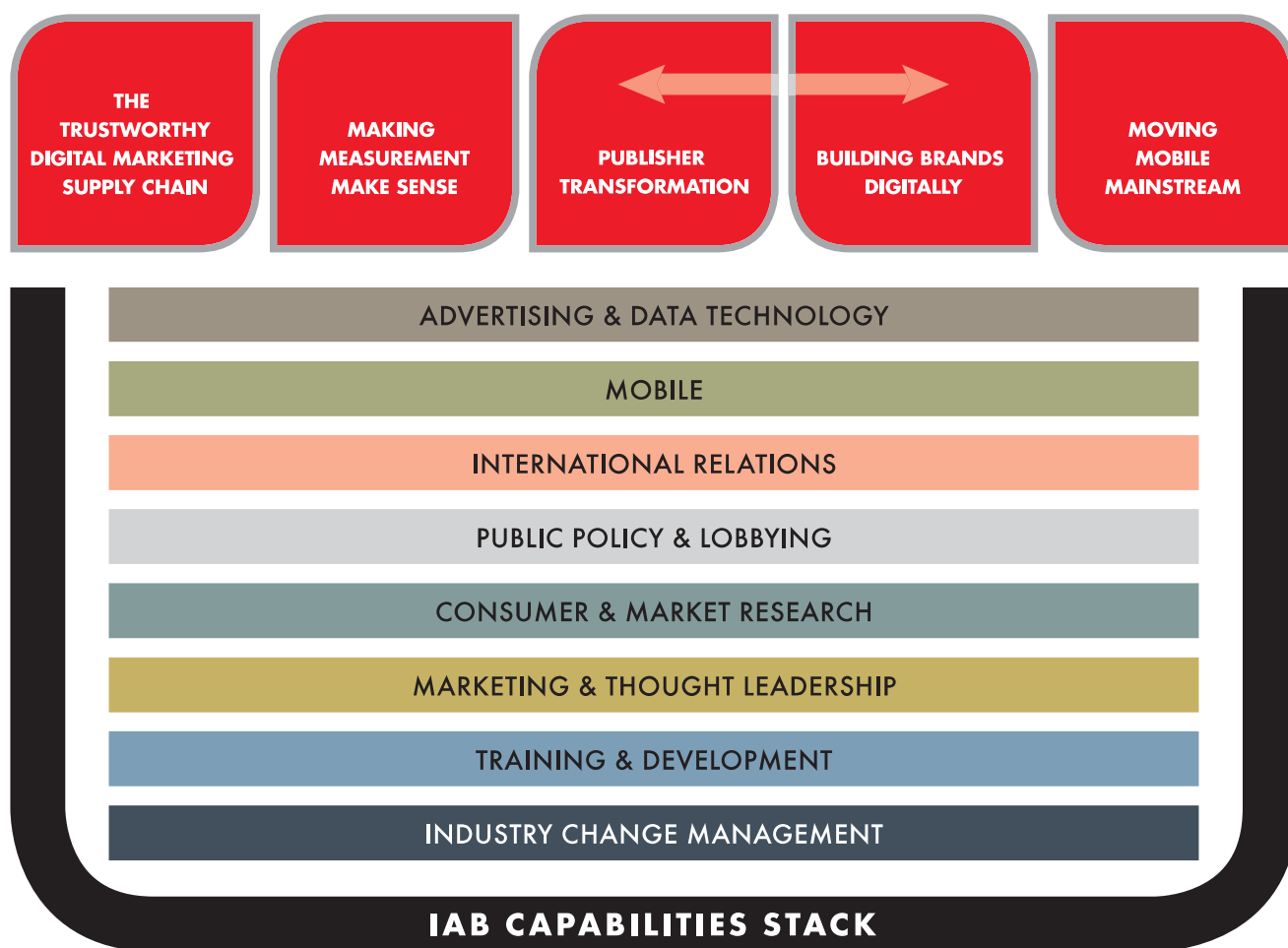
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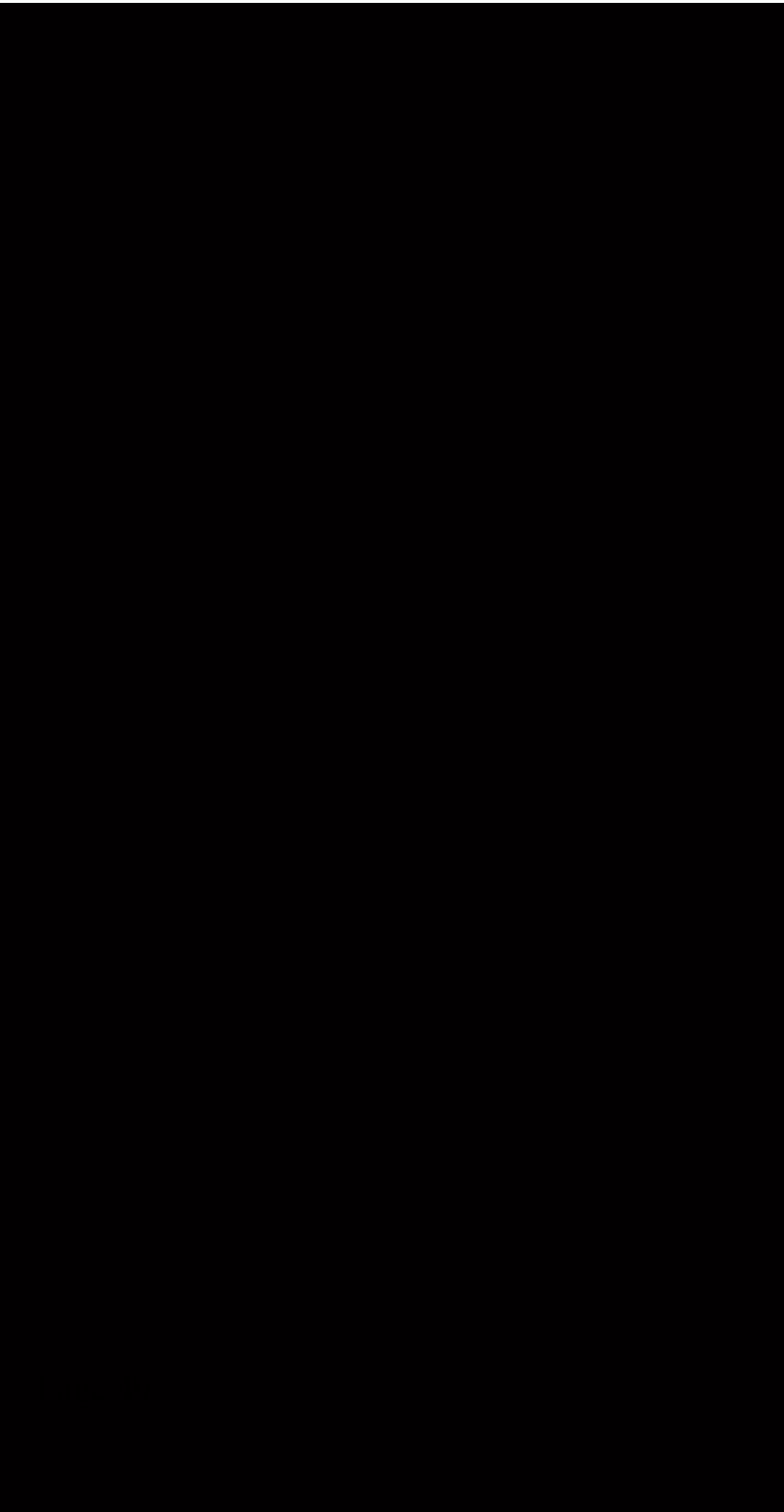
2014 OPERATING AGENDA A FIVE-YEAR PLAN TO DIGITAL DOMINANCE

2014-2018
FIVE ENDURING PRIORITIES



Our accomplishments
in 2013 were the result
of the support of our
members and the entire
digital ecosystem. With
the same dedication of
purpose, 2014 promises
to be a year of infinite,
exciting possibilities.

iab.



Duration v. Rich Media Club
IPR2023-00953, 11,443,329
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