

2017 Tech Lab Road Map

IAB Tech Lab Projects	Project Manager	Q1 2017	Q2 2017	Q3 2017	Q4 2017
IAB New Ad Portfolio	Shailley 	- IAB New Ad Portfolio/Flexible Ads – Transition Guidance Document - Dynamic Content Ad Standards – Final Guidance		SafeFrames – based on Flexible Ads’ final specifications	
HTML5 Transition	Shailley 		HTML5 Ad Validator – GA Release		
Lean Scoring	Brendan 	- Lean Scoring Algorithms - Lean Scoring Business Model	Lean Scoring Technology		Lean Scoring Business Model
Mobile	Shailley 	- MRAID 3.0 - MRAID App release 1.1 			
Programmatic	Jennifer 	- Open RTB 2.5 (Final) - Open RTB Wiki	- Open RTB Native 1.2 - Header Tag spec code of reference	- Open RTB Bid Validator - Open Direct - Open Data	- Open RTB 3.0 - Header Tag bidder validator
Audio	Amit 		Podcast Metrics		Podcast Client Metrics
OTT	Amit		OTT Device ID 1.0		
Video	Amit 	- VAST Validator (BETA) - VAST & VPAID Sample Tags 	- VAST Ad Unit Validator / Showcase - VPAID Validator (BETA) - VPAID Spec 3.0	- VAST Spec 4.1 - VPAID Ad Unit Validator	
Anti-Fraud Anti-Malware Transparency	Ilham 	- Business Transparency (TAG Registration) - TAG Registry Verification - TAG Website Overhaul & Customer Portal - TAG Member Services API 		Anti-Fraud – Data Center IP List Tools and Certification	
	Jennifer 				
	Michael 				
Compliance	Yashica 	- Compliance VAST / VPAID - Compliance for MRAID	- Compliance Open RTB - Compliance Badging & Registration Tool	Compliance for Podcast Metrics	
Measurement	Ilham 	- Desktop Measurement Guidelines - Mobile Web Measurement Guidelines - Mobile In-App Measurement Guidelines	Video Measurement Guidelines	Click Measurement Guidelines	Ad Verification Guidelines
Taxonomy	Ilham	Content Taxonomy	Ad Product Taxonomy	Audience Taxonomy	Taxonomy Mapping Tool
Viewability	Shailley 	In-App Viewability	Open VV - HTML5 version for viewability on desktop & mobile		