

TECHNOLOGY COMPLIANCE PROGRAMS



WHY SHOULD YOUR COMPANY BECOME COMPLIANT?

The IAB Tech Lab Compliance Programs help establish trust and transparency, and support reduced operational costs. Becoming compliant means that you and your partners will have more confidence that there is consistency and compatibility for integration. The Compliance Programs allow you to earn recognition and credibility for your adherence to selected technical standards that are relevant in your market and globally. Global standards minimize regional variations in technology protocols and practices, and their adoption reduces costs, increases efficiency, and simplifies business engagements and operations.



Companies submit multiple samples of information requested through a compliance onboarding package.



Companies submit multiple samples of data respective to protocol that will be validated through tools.



Business processes as outlined in the **Compliance Standards of Good Business Practice** will be evaluated by the Tech Lab Compliance team.



Companies submit a minimum of three samples annually, which will be validated, in order to remain compliant.



COMPLIANCE PROGRAMS

TECHNICAL PROTOCOLS & SPECIFICATIONS

- ✓ Validates the implementation of technical standards:
VAST | VPAID | MRAID | OpenRTB | OpenData |
Dynamic Content | SafeFrames

MEASUREMENT GUIDELINES & BEST PRACTICES

- ✓ Audits adherence to measurement guidelines:
Ad Campaign Measurement | Desktop, Video, Mobile Impressions |
Desktop, Video, Mobile Viewability | Desktop, Video, Mobile Clicks |
Podcast Measurement (NEW)

OPEN MEASUREMENT SDK INTEGRATION

- ✓ Validates proper integration of Open Measurement Software Development Kit (SDK) for viewability and more

DATA TRANSPARENCY & INTEGRITY

- ✓ Validates data labeling and integrity practices
Program launches in the 2nd half of 2018

THE VALUE OF COMPLIANCE ADOPTION

- Drive efficiency in our complex ecosystem
 - ✓ Easier onboarding of new partners
 - ✓ Fast upgrade to new protocol versions
 - ✓ Common framework – established, verified, and validated – allowing companies to innovate
- Help reduce friction in the digital supply chain by encouraging adoption of common global standards (i.e. speaking the same language)
- Influence the growth of standards that directly align with cost saving, effectively increasing your bottom line
- Spend more time on advancing your platforms by selecting partners who are compliant
- Use your **IAB Tech Lab Technology Compliance Seal** as proof that you are compliant and expect the same from your partners

WHAT DO I RECEIVE AFTER GOING THROUGH A COMPLIANCE PROGRAM?

Your organization will receive an **IAB Tech Lab Technology Compliance Seal** that you can use on all marketing materials and display on your website, as well as terms and conditions language to include in your proposals. In addition, IAB Tech Lab will feature your company in our public database, along with a link to your integration guidelines.