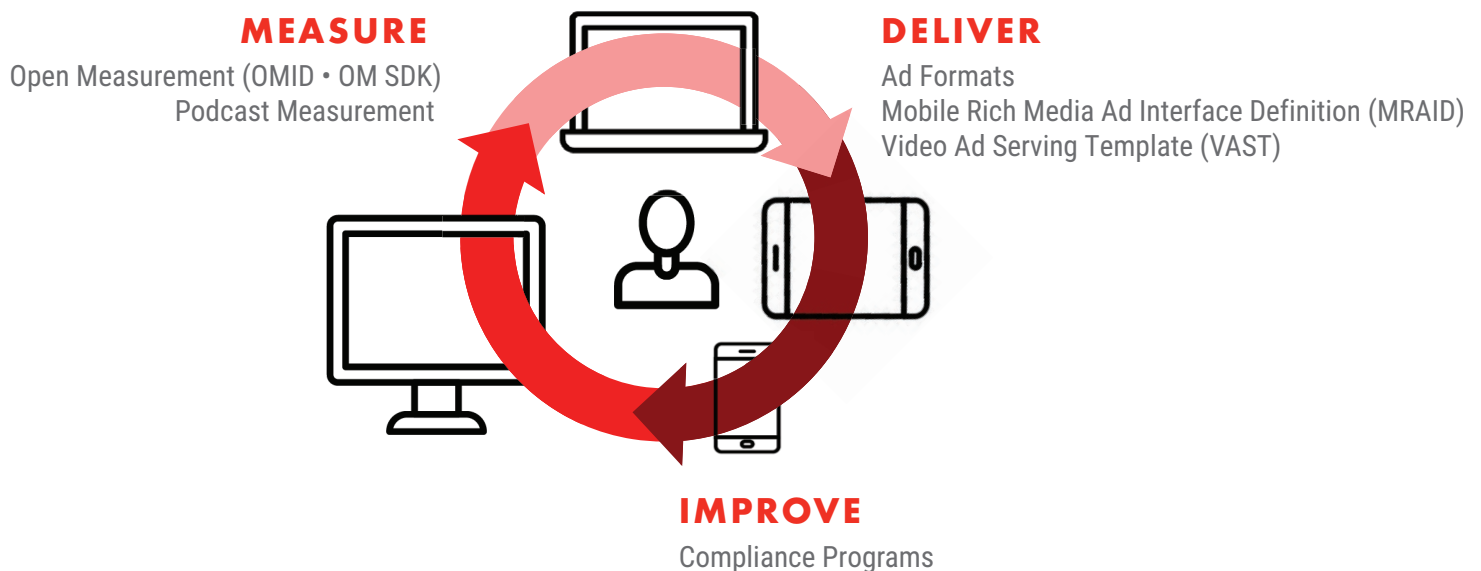


Emerging technologies and new media formats in the digital advertising ecosystem are wonderful opportunities for advertisers to innovate, yet they also breed inefficiencies in ad delivery and fragmentation in measurement capabilities. The proliferation of devices, platforms, and channels can be key drivers of both complexity and opportunity.

- Consumers increasingly using their mobile phones as a primary device are expecting more native and seamless ad experiences.
- The growing pool of cord-cutters and cord-nevers continues to drive the expansion of connected TV and over-the-top (OTT) video platforms and the evolution of the video advertising world.
- From a measurement standpoint, hundreds of tracking pixels slow down the user experience and are increasingly ineffective at measuring advertising across platforms and devices.
- Interoperability, efficiency, and consistency in ad delivery across platforms and the digital supply chain are critical for a seamless user experience.

## GLOBAL STANDARDS FOR A SEAMLESS CROSS-PLATFORM EXPERIENCE AND CONSISTENT MEASUREMENT



## IAB TECH LAB STANDARDS HELP DRIVE CONSISTENT AD DELIVERY AND MEASUREMENT:

- Ads that are light, non-invasive, and non-disruptive for a good user experience
- Addressable media allowing advertisers to reach qualified audiences across all digital touch points and to provide value to the consumer
- Consistent ad measurement to maintain trust and ad effectiveness

## IAB TECH LAB PROVIDES GLOBAL STANDARDS AND SOLUTIONS

- Standardizing the ad measurement metrics to provide efficiency, scale, and consistency
- Standardizing the methods of delivery for the creative and all ad assets so that advertisers and ad servers can build once then run everywhere
- Providing guidelines for better solutions and ad formats to ensure fast load, non-intrusive user experience, and to put users in control
- Improving measurement and attribution, especially for connected TV and all video and mobile platforms

## SOLUTIONS FOR AD MEASUREMENT AND AD EXPERIENCE

IAB Tech Lab is an expert group of engineers, product managers, and data professionals dedicated to developing foundational technology and standards that enable growth and trust in the digital media ecosystem.

Objective	IAB Tech Lab Solution	What It Does
User Experience	<b>New IAB Ad Portfolio</b>	Standardizes lightweight, non-invasive, flexible size ads
	<b>Dynamic Content Ad Standard</b>	Builds and serves real-time dynamic content and creative by allowing for asset variations on-the-fly for personalized and relevant ads
	<b>SafeFrames</b>	Uses a secure API-enabled iFrame to deliver non-disruptive ad creative while protecting user data and the publisher web page
	<b>Data Transparency Standard (<a href="http://datalabel.org">datalabel.org</a>)</b>	Provides a “nutrition label” for audience data so that brands can use cleaner data for reaching their audiences
Mobile	<b>MRAID</b> (Mobile Rich Media Ad Interface Definition)	Enables creation of one ad to serve across all mobile platforms (iOS, Android, etc.)
V-Suite (Video Suite)	<b>VAST4.x + SIMID</b> (Video Ad Serving Template + Secure Interactive Media Interface Definition)	Delivers a cross-platform interactive video experience, using a secure environment that enables better cross-platform support for mobile, server-side ad insertion (SSAI), and over-the-top (OTT) devices
Open Measurement	<b>OMID API</b> (Open Measurement Interface Definition)	Provides a cross-platform application program interface (API) for ad campaign measurement
	<b>OM SDK</b> (Open Measurement Software Development Kit)	Provides a single SDK for all measurement providers, allowing for seamless ad verification – currently for in-app (iOS and Android) and soon for web sites
Podcast Measurement	<b>Podcast Measurement Technical Guidelines</b>	Defines standard metrics for both podcast content and podcast ads
Compliance Programs	<b>Data Transparency Compliance</b>	Establishes that a data provider is meeting the minimum disclosure requirements to be transparent
	<b>OM SDK IVC</b> (Open Measurement SDK Integration Validation Compliance)	Verifies that a company has implemented correctly the Open Measurement SDK
	<b>Podcast Measurement Compliance</b>	Verifies that a company is following the podcast measurement technical guidelines and core set of metrics