ABOUT THE IAB TECH LAB

Established in 2014, the IAB Technology Laboratory (Tech Lab) is a non-profit consortium that engages a member community globally to develop foundational technology and standards that enable growth and trust in the digital media ecosystem. For more information, visit iabtechlab.com

...YOU HAVE BEEN INVITED!

WELCOME to the European Communication Groups. Here, you will receive firsthand information from IAB Tech Lab Working Groups, as well as the opportunity to exchange the latest results with other European companies. With this new form of communication, the IAB Tech Lab wants to create more transparency in its work and promote a better exchange with European stakeholders. Every IAB, IAB Europe and IAB Tech Lab Member is invited to join.

WHAT TO EXPECT

The content of the Audio-Video Communication Group is closely coordinated with the Product Owners of the IAB Tech Lab and is based on the latest results of the Working Groups. Topics that we will cover are for example:

• Digital video technical standards in general such as SIMID, VPAID & VAST and the adoption of VAST4 + OMID + SIMID
• Technical standards for advertising in the CTV and OTT space
• Podcast Measurement & Standards
• ...more (depending on what is worth discussing at the time)

HOW IT WORKS

By subscribing to our mailing list you will be invited to all the upcoming Communication Group Meetings and the related Google Docs. The meetings will be hosted by the IAB Tech Lab, but every stakeholder is very welcomed to give a presentation to related topics or just open a debate. Each Communication Group will have a Google Doc where the last meetings are recorded. In this document, anyone can add comments and ask questions. So even members who miss a meeting can keep up to date and discussions from the meeting can be continued.

JOIN THE CONVERSATION!

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